

# Product Management Master Class

## Modules & Learning Objectives

### Product Management Basics

- ◆ What is Product Management
- ◆ Roles/Responsibilities of a Product Manager
- ◆ Product Development and Planning (The Product Roadmap)
- ◆ Delivering Business Performance

### Strategic Marketing Fundamentals (The Market)

- ◆ What is Strategic Marketing
- ◆ Market Definition and Analysis
- ◆ Executing Voice of Customer
- ◆ Competitive Analysis
- ◆ The Link Between Strategic Marketing and Product Management
- ◆ Translating Customer Need
- ◆ Developing Value Propositions

### The Customer Strategy

- ◆ Defining Customer Targets
- ◆ Identifying Customer Value
- ◆ Profiling Customer Channel and Decision-making Process
- ◆ Identifying Gaps
- ◆ Developing Customer Strategy

### The Product Strategy

- ◆ Product Lifecycle & Road-mapping
- ◆ Balancing Product Development with Product Management
- ◆ Product Promotion
- ◆ Pricing Strategy Fundamentals
- ◆ Managing Price, Volume & Share
- ◆ Sales Support

### Building The Business Case

- ◆ Key Elements of a Business Case
- ◆ Collecting Supporting Data
- ◆ Building a Team to Support Development/Execution
- ◆ Securing Approval

### Metrics & Tracking Market Success

- ◆ Identifying Key Performance Metrics
- ◆ Monitoring Competitors and Pricing
- ◆ Monitoring Market/Customer Changes