ITC
International Training Center Paris

TRAINING SCHEDULE

PRODUCT MANAGEMENT FUNDAMENTALS

Overview:

This Product Management Fundamentals training program is designed to provide participants with a comprehensive understanding of the principles, tools, and techniques required for successful product management. The program covers the entire product lifecycle, from ideation to product launch, and teaches participants how to create and manage products that meet customer needs and drive business growth. The training is delivered through a combination of lectures, case studies, and hands-on exercises, providing participants with practical experience in product management.

Training objectives:

- Understand the role of product management in driving business success
- Learn how to conduct market research and customer analysis to identify customer needs and preferences
- Learn how to develop and communicate a product vision and roadmap
- Understand the product development process and how to manage product development teams
- Learn how to define and measure product success using key performance indicators (KPIs)
- Develop skills in agile product management and continuous improvement
- Understand the importance of collaboration and communication in product management

This 5-day Product Management Fundamentals training program equips participants with the essential knowledge and skills required for successful product management. Through a combination of lectures, case studies, and hands-on exercises, participants will gain practical experience in all aspects of product management, from ideation to launch and optimization. Upon completion of the training, participants will have the tools and techniques necessary to create and manage products that meet customer needs and drive business growth.

Targeted Groups:

- Marketing managers
- User experience designers
- Business analysts

Planning:

Day 1: Introduction to Product Management

- The role of product management in business success
- Understanding customer needs and preferences
- Market research and customer analysis
- Creating a product vision and roadmap

Day 2: Product Planning and Development

- Product development process and methodologies
- Managing product development teams
- Agile product management and continuous improvement
- Developing product requirements and specifications

Day 3: Product Launch and Go-to-Market Strategy

- Developing go-to-market strategies
- Pricing strategies and revenue models
- Sales and marketing strategies
- Product launch planning and execution

Day 4: Product Performance Measurement and Optimization

- Measuring product success using KPIs
- Identifying opportunities for product improvement
- Continuous improvement and optimization techniques
- Collaboration and communication in product management

Day 5: Product Management Best Practices

- Best practices in product management
- Case studies and real-world examples
- Q&A and group discussion
- Action planning for product management success