

Product management

Geneva (Switzerland)

16 - 20 September 2024

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Product management

Code: LM28 From: 16 - 20 September 2024 City: Geneva (Switzerland) Fees: 4700 Pound

Introduction

Welcome to the "Mastering Product Management" course, a dynamic program designed to empower professionals with the skills and knowledge essential for effective product management. In an ever-evolving business landscape, successful product management is a key driver of innovation and business growth. This course is crafted to provide a holistic understanding of the product management lifecycle, equipping participants with the tools to navigate challenges and drive product success.

Objectives

- Foundations of Product Management
- Strategic Product Planning
- Effective Product Development
- Strategic Marketing and Launch
- Product Lifecycle Management and Continuous Improvement

Course Outlines

Day 1

Introduction to Product Management

- Role and Responsibilities of a Product Manager
- The Importance of Customer-Centric Product Management
- Overview of the Product Management Lifecycle

Day 2

Strategic Product Planning

- Crafting a Compelling Product Vision and Strategy
- Market Research and Analysis
- Competitive Positioning and Differentiation

Day 3

Effective Product Development

- Ideation and Conceptualization
- Agile Product Development Methodologies

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- Cross-Functional Collaboration in Product Teams

Day 4

Strategic Marketing and Launch

- Creating a Successful Product Launch Plan
- Integrating Marketing Strategies with Product Management
- Digital Marketing and Branding for Product Success

Day 5

Product Lifecycle Management and Continuous Improvement

- Sustaining Products Through Their Lifecycle
- Harnessing Customer Feedback for Improvement
- Case Studies: Real-World Applications of Product Management

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 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 training@blackbird-training.com

 www.blackbird-training.com

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