

Product management

Dubai (UAE)

24 - 28 November 2024

UK Training

PARTNER



Product management

Code: LM28 From: 24 - 28 November 2024 City: Dubai (UAE) Fees: 3900 Pound

Introduction

Welcome to the "Mastering Product Management" course, a dynamic program designed to empower professionals with the essential skills and knowledge in product management. In today's ever-evolving business landscape, successful product management is a key driver of innovation and business growth. This comprehensive product management course offers a holistic understanding of the product management lifecycle, equipping participants with the necessary tools to navigate challenges and drive product success.

Course Objectives

- Understand the fundamentals of product management and its critical role in organizations.
- Develop a strategic approach to product management through effective planning and execution.
- Enhance product management skills in areas such as market analysis, customer feedback, and lifecycle management.
- Learn how to craft and implement successful product management strategies that align with business objectives.
- Explore various product management roles and the skills required to excel in them.

Course Outlines

Day 1: Introduction to Product Management

- What is Product Management? Understanding its definition and importance.
- Role and Responsibilities of a Product Manager: Insights into various product management roles.
- The Importance of Customer-Centric Product Management: Why product management must focus on the customer.
- Overview of the Product Management Lifecycle: Exploring the stages of the product management cycle.

Day 2: Strategic Product Planning

- Crafting a Compelling Product Vision and Strategy: Essential for product management strategy.
- Market Research and Analysis: Techniques to conduct effective product management analytics.
- Competitive Positioning and Differentiation: Key aspects of successful product management.

Day 3: Effective Product Development

- Ideation and Conceptualization: How to generate innovative product ideas.
- Agile Product Development Methodologies: Learning the methods of product management in a tech-driven world.
- Cross-Functional Collaboration in Product Teams: Enhancing teamwork for effective product management.

UK Training
PARTNER



Day 4: Strategic Marketing and Launch

- Creating a Successful Product Launch Plan: A guide to a seamless product introduction.
- Integrating Marketing Strategies with Product Management: How marketing fits into the product management process.
- Digital Marketing and Branding for Product Success: Leveraging digital channels for effective product management.

Day 5: Product Lifecycle Management and Continuous Improvement

- Sustaining Products Through Their Lifecycle: Strategies for effective product lifecycle management.
- Harnessing Customer Feedback for Improvement: Essential for understanding the basics of product management.
- Case Studies: Real-World Applications of product management principles and practices.

Conclusion

This product management training course is designed for individuals seeking to elevate their understanding of product management and gain certification in this essential field. Whether you are new to the industry or looking to refine your skills, this course will provide you with the advanced product management training necessary to excel in various types of product management roles. Join us and discover the advantages of product management, setting the foundation for a successful career in the field. Embrace the opportunity to learn the principles of product management that drive success in today's competitive landscape.

Prepare yourself for an engaging journey into the world of technology product management, technical product management, and digital product management. Together, let's unlock the potential of effective product management and its impact on business growth!

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



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

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

