

Product management

*Washington (USA)*

*27 - 31 October 2024*

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## Product management

Code: LM28 From: 27 - 31 October 2024 City: Washington (USA) Fees: 5700 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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