Product Management University - Basic Skills

A basic skills program that’s ideal for organizations and individuals new to product management and product marketing or those pursuing a career in product management or product marketing. Learn best practices and a common framework for planning delivering and marketing products to grow product line revenue and market share.

COURSE LENGTH: 2 Days

REGISTRATION FEES: $1,195 per person

VENUES: Public, Client Site, Web Meeting

Registration & Course Calendar

Request this course on-site

This course is ideal if...

- product management is a new discipline in your organization.
- you’re new to product management and want to learn the basics for a fast start.
- your products are relatively immature and need stronger market focus to drive growth.
- your product lines generally target different customers.
- inconsistencies in terminology, processes and deliverables create more work than necessary.
- you're pursuing a career in product management and want the fundamentals.

Public courses have a maximum class size of 12 and are conducted in professional office settings to ensure high interaction and high relevance to each organization’s circumstances.
Training courses conducted at the client-site can be significantly larger.

When you complete this course you will...

- have a complete understanding of roles, responsibilities and deliverables required to plan, design, develop, launch and maintain products in a repeatable manner to build a well balanced team.

- be able to perform a complete quantitative, qualitative and competitive market assessment for your products as the basis for your product investment strategy as well as defining the high-level constructs of your sales and marketing positioning.

- be able to create product strategies and roadmaps that are aligned with the corporate strategy.

- possess new writing skills for defining market, business and product requirements in a language everyone understands with less writing and more impact.

- know how to repurpose requirements content to transfer knowledge to marketing, sales, client services and technical support.

- have the skills for creating and communicating requirements at any level (additional requirements training not necessary after this course).

- be able to create product plans that support traditional and agile development methodologies.

- be able to complete a basic business case and perform feature ROI calculations to support proposed product investments.

- understand how to use focus groups to validate requirements, product designs and usability.

- understand effective communication techniques and deliverables for interacting with executives, sales, marketing and engineering.

- accelerate company readiness and rollout efforts by transferring knowledge to marketing, sales, client services, and tech support by repurposing existing content.

- know how to position and differentiate your products in plain simple English so everyone “gets it”

- have a framework and toolset to help you do your job with greater impact and less effort

Reality. Relevance. Results.

You won’t find product management training courses that translate
from the classroom to reality easier than ZIGZAG Marketing's. You’ll learn what to do, how to do it and get the tools that make it easy to do, all in a way that's relevant to your unique circumstances so you get results faster. Compare ZIGZAG Marketing to Pragmatic Marketing.

Who Should Attend?

- New Product Managers and Product Marketing Managers who need the basics

- Technical Product Managers who need to balance technical expertise with business skills

- Experienced Product Managers and Product Marketing Managers who want to make a bigger impact with less effort

- Product Designers and Development Leads who'd benefit from stronger upstream processes

- Project Managers & Release Managers who manage schedules and coordinate resources

Registration Fees

- Product Management University Workshop - $1,195 per person

- Product Management University Workshop with Bronze Support Plan - $1,990

Includes 1-year subscription to Product Management Interactive - online access to soft copies of tools/templates and 5

hours of consulting support

- Product Management University Workshop with Silver Support Plan - $2,690

Includes 1-year subscription to Product Management Interactive - online access to soft copies of tools/templates and 10 hours of consulting support

- Product Management University Workshop with Gold Support Plan - $3,690

Includes 1-year subscription to Product Management Interactive - online access to soft copies of tools/templates and 20 hours of consulting support

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