Product Portfolio Management Certification

ZIGZAG Marketing's Product Portfolio Management Certification exam certifies advanced product portfolio management skills across industries and product types and a practical working knowledge of the ZIGZAG Marketing Framework .

EXAM LENGTH: 4 Hours

EXAM FEE: $495

VENUES: Online Only

Register for the Exam

ZIGZAG Marketing's Product Portfolio Management Certification exam gives product managers and product marketing managers a differentiating set of skills with
with working knowledge of advanced product portfolio management and marketing practices across industries and product types and hands-on knowledge applying the ZIGZAG Marketing
Framework.

Product Portfolio Management Certification (available online Fall 2010)

Product Portfolio Manager Certification from ZIGZAG Marketing will advance your career further because it certifies portfolio management skills required to align sales, marketing and products to a single agenda based on market segment

priorities across all products as well as the execution skills required to deliver segment specific product solutions. The Product Portfolio Manager Certification also certifies practical working knowledge of the ZIGZAG Marketing Framework.

About the Exam

The Product Portfolio Management Certification exam is administered online and can be taken at your convenience. It’s a timed exam taken in a single 4-hour session and consists of a series of real-world situational case studies. Use of ZIGZAG Marketing training materials and templates are permitted during the exam because it requires principles to be applied to real-world situations beyond those covered in the classroom.

Product Portfolio Management Certification verifies you have the skills to do the following in a real world environment regardless of industry or product type.

- Structure a team of product managers, business analysts/functional designers and product/segment market managers in a variety of circumstances with less than optimal headcount to best execute new product development and product lifecycle management processes

- Analyze business cases for new ideas and determine which, if any are worthy of further investment in a variety of organizational circumstances

- Perform a comprehensive market assessment for named market segments to includes the following:

- Market segmentation, sizing and revenue/growth opportunity analysis

- Market trend analysis

- Strategic and tactical competitive assessment

- Core competency assessment by market segment

- Recommendations and priorities based on comparative data across multiple market segments

- Define a strategic vision for a company or market segment

- Analyze markets across multiple segments and prioritize segments to drive the corporate strategy, product, marketing, sales and operational priorities

- Create a strategic product roadmap by market segment encompassing all relevant products and services

- Create a sales pitch to executives to fund a market strategy and supporting product roadmap

- Create a business snapshot of customers in a chosen market segment

- Define business requirements that connect business needs to target customer strategy and spending priorities

- Create a detailed business case for a product plan that encompasses multiple solutions for named market segments

- Create a sales pitch to executives to fund a product plan

- Create a use cases and user stories that establish objectives for product usability

- Create value propositions and positioning statements for a named market segment that encompasses all relevant products, services and solutions

- Define key readiness activities and deliverables required for knowledge transfer to marketing, sales, client services and technical support

Preparing for the Exam

The Product Portfolio Management Certification exam reflects your knowledge of the ZIGZAG Marketing Framework and application of its principles to a variety of real world situations. Attend Product Management University – Portfolio Management for the most comprehensive preparation. Alternatively, subscribe to Product Management Interactive for access to the ZIGZAG Marketing Framework and copies of all supporting tools and templates, and receive one-on-one consulting support to get prepared.

Exam results will be communicated via email within two weeks of the exam date and a hard copy certificate will follow via U.S. mail.

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