

# € TRAINING

Comprehensive Product Management



1 - 5 December 2024  
Istanbul (Turkey)



# Comprehensive Product Management

REF: M2213 DATE: 1 - 5 December 2024 Venue: Istanbul (Turkey) - Fee: 5300 Euro

## Introduction:

This training program is designed to provide participants with the essential knowledge and skills required for successful product management. It covers the full lifecycle of product development, from concept to launch and beyond, ensuring that participants can manage product strategy, development, marketing, and performance. It empowers them to lead product initiatives that align with customer needs and business goals.

## Program Objectives:

By the end of this program, participants will be able to:

- Develop and execute product strategies aligned with business goals.
- Understand the complete product lifecycle, from ideation to market launch.
- Utilize data to guide product decisions and drive customer-centric improvements.
- Manage cross-functional teams and collaborate effectively with stakeholders.
- Measure and enhance product performance to achieve long-term success.

## Targeted Audience:

- Product Managers.
- Product Owners.
- Business Analysts.
- Marketing Professionals.
- Entrepreneurs.

## Program Outline:

Unit 1:

### Product Strategy and Roadmap Development:

- Understanding the role of product management in business success.
- Aligning product strategies with organizational goals and market trends.

- Developing a product vision and setting strategic objectives.
- Creating and managing product roadmaps to guide development and execution.
- Techniques for prioritizing features and product releases based on business value.

## Unit 2:

### Product Development and Lifecycle Management:

- Overview of the product lifecycle: from ideation to market launch.
- Techniques for conducting market research and identifying customer needs.
- Importance of Collaborating with cross-functional teams: engineering, design, marketing, and sales.
- Managing product development processes: Agile, Scrum, and Lean methodologies.
- Best practices for product launch planning, coordination, and execution.

## Unit 3:

### Product Marketing and Go-to-Market Strategy:

- Developing a go-to-market strategy that aligns with product goals.
- Identifying target customers and positioning the product in the market.
- Crafting value propositions and messaging that resonate with customers.
- Importance of collaborating with marketing and sales teams to drive product awareness.
- Measuring the effectiveness of go-to-market efforts and refining tactics.

## Unit 4:

### Data-Driven Decision Making in Product Management:

- Leveraging data analytics to inform product decisions and strategy.
- Techniques for collecting and interpreting customer feedback and usage data.
- Key performance indicators KPIs for tracking product success.
- Using A/B testing, customer segmentation, and cohort analysis to refine products.
- Making informed decisions based on data insights to drive continuous improvement.



## Unit 5:

### Product Performance and Continuous Improvement:

- Measuring product performance post-launch and ensuring alignment with KPIs.
- Techniques for managing product iterations, updates, and new features.
- Methods of conducting product reviews to assess customer satisfaction and business outcomes.
- Managing product maintenance, enhancements, and scaling.
- Fostering a culture of innovation and continuous improvement within the product team.