

€ TRAINING

Product Management and Marketing PMM



26 - 30 May 2025
Barcelona (Spain)



Product Management and Marketing PMM

REF: M2979 DATE: 26 - 30 May 2025 Venue: Barcelona (Spain) - Fee: 5565 Euro

Introduction:

Product management and marketing are critical for successful product development, launch, and promotion in competitive markets. This training program equips professionals with the essential knowledge and skills to excel in product management and marketing. Through it, participants will learn to develop, market, and manage products effectively, ensuring alignment with organizational goals and market demands.

Program Objectives:

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

- Develop a comprehensive product management strategy aligned with market needs.
- Design and implement effective marketing plans to achieve product goals.
- Manage the product lifecycle from concept to retirement.
- Utilize data-driven decision-making for product and marketing strategies.
- Collaborate across departments to ensure product success and market competitiveness.

Targeted Audience:

- Product Managers and Marketing Professionals.
- Business Development Specialists.
- Project Managers in product-centric industries.
- Entrepreneurs and Startups focused on product innovation.
- Mid to Senior Managers transitioning into product management roles.

Program Outline:

Unit 1:

Foundations of Product Management and Marketing:

- Overview of product management and marketing principles.
- Understanding the role of a product manager in the business ecosystem.

- Key concepts: Product-market fit, customer-centric design, and value proposition.
- Exploring the synergy between product management and marketing teams.
- Introduction to ISM best practices in product management and marketing.

Unit 2:

Product Lifecycle Management PLM:

- Phases of the product lifecycle: Concept, development, growth, maturity, and decline.
- Identifying market opportunities and conceptualizing products.
- Strategies for product launches and market entry.
- Managing product adaptations to meet evolving customer needs.
- Planning for product retirement and transitioning customers.

Unit 3:

Strategic Marketing for Product Success:

- Crafting a marketing strategy: Segmentation, targeting, and positioning STP.
- Developing a marketing mix: Product, price, place, promotion.
- How to leverage digital marketing channels for product promotion.
- Creating and measuring marketing KPIs for product performance.

Unit 4:

Data-Driven Decision-Making in PMM:

- Utilizing market research to inform product development.
- Tools and technologies for data analysis in product management.
- Understanding customer feedback and behavior analytics.
- Applying predictive analytics to anticipate market trends.
- Integrating data insights into product and marketing strategies.

Unit 5:



Cross-Functional Collaboration for Product Excellence:

- Building strong communication between product, marketing, and sales teams.
- Collaborative tools and frameworks for effective teamwork.
- Manage conflicts and align objectives across departments.
- Role of leadership in fostering collaboration and innovation.