

**Product Management Course Syllabus**

No.	Subject	Content	Hours
1.	<b>Product Management Overview and Introduction</b>	<ul style="list-style-type: none"> <li>• Product Management Elements – Course Overview</li> <li>• Product Principles</li> <li>• The Role of the Product Manager</li> <li>• Marketing Cycle and Product Management</li> <li>• Product Case Study</li> </ul>	4
2.	<b>What is Product Strategy?</b>	<ul style="list-style-type: none"> <li>• What is a Product Strategy?</li> <li>• Defining Product Strategy</li> <li>• Product Definition</li> <li>• Product Mission Statement</li> <li>• Customer Value Definition (USP)</li> </ul>	4
3.	<b>How Do you build Product Strategy and why you can NOT have Product Management without it?</b>	<ul style="list-style-type: none"> <li>• Product Positioning (charting)</li> <li>• Competitive Analysis</li> <li>• Market Segmentation</li> <li>• Business Model</li> <li>• Pricing</li> <li>• Business Case</li> <li>• Product Strategy Case Study</li> <li>• Building a Business Model</li> <li>• Business Model Assumptions and Profitability</li> </ul>	4

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4.	<b>Product Definition:</b> Step by step guide to defining the Product and Managing Requirements – Part 1	<ul style="list-style-type: none"> <li>• Goal Setting</li> <li>• Theme Selection</li> <li>• Timeframe Definition</li> <li>• Generating Requirements</li> <li>• Requirement Mapping</li> <li>• Requirement Definition Case Study</li> </ul>	4
5.	<b>Product Definition:</b> Step by step guide to defining the Product and Managing Requirements – Part 2	<ul style="list-style-type: none"> <li>• Requirement Prioritization</li> <li>• Constraints Analysis</li> <li>• Detailed Roadmap Definition</li> <li>• </li> </ul>	4
6.	<b>Product Definition:</b> Practical aspects of defining the Product and Managing Requirements – Part 3	<ul style="list-style-type: none"> <li>• Communicating Requirements</li> <li>• MRD , Use Case, Persona</li> </ul>	4

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7.	<p>So, what should the product do?</p> <p><b>Product Definition</b> Case Study</p>	Case Study	4
8.	<p><b>Product Achievement –</b> How to work with <b>R&amp;D, Sales and Marketing</b> to <b>Achieve</b> your Product Goals</p>	<ul style="list-style-type: none"> <li>• Product Management Empowerment</li> <li>• Product Management from the Outside in.</li> <li>• Proactive Product Management</li> <li>• Motivation Maps</li> <li>• Gaining Trust</li> <li>• Product Management in a Lean and Agile Environment</li> <li>Working Environment Simulation</li> </ul>	4

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9.	<b>Practical Product Achievement</b>  <b>Product Marketing Basics</b>	<ul style="list-style-type: none"> <li>• Practical aspects of running a product in the organization</li> <li>• The role and interaction of the Product Manager throughout the Product Development Cycle and specifically with product development units</li> <li>• Basic concepts in Product Marketing</li> </ul>	4
10.	<b>Product Marketing and Product management</b>  <b>Summary</b>	<ul style="list-style-type: none"> <li>• Perception Management</li> <li>• Visual Experience in Marketing</li> <li>• Product Launch and Go-To-Market from an inbound perspective</li> <li>• The Marketing Map</li> </ul>	4

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