

Product Management Fundamentals

Course Syllabus

Objectives

- Gaining a deep understanding of the product manager's role
- Building and strengthening your product management skillset
- Acquiring practical tools to help you in your work as a Product Manager
- Getting up to date with current product management trends, best practices, and methodologies

Training Methodology

- Interactive sessions
- Case studies analysis
- Practical exercises based on real use cases
- Hands-on training

Session 1 - Introduction and Overview

Session 2 – Building the Product Strategy

Session 3 – Product Roadmap

Session 4 – Product Definition: Initial Product Scope

Session 5 – Product Definition: Final Product Scope

Session 6 – Product Achievement

Session 7 – Product Monitoring and Product Marketing

Session 8 – Product Marketing and Summary

Session 1 - Introduction and Overview

Get into the Product Manager's mindset: Understand the product manager's roles and responsibilities and learn what product management is made of - foundations, principles, and dimensions.

Session 2 - Building the Product Strategy

Familiarize yourself with Product Strategy - the guiding beacon for Product Managers: Understand the values your product provides for your customers, get to know the customers (market segmentation and personas), get to know the competitors (competitive analysis) and set a plan to monetize the product - building the business model (e.g. freemium, subscription), pricing, and creating the product's business case.

Session 3 - Product Roadmap

Delve into the Product's definition - building the product's roadmap and managing the its functionality. Get a structured practical guide to defining the product's roadmap: setting its goals (based on the Product Strategy), selecting the themes to be handled, defining the timeframes, and building the roadmap.

Session 4 - Product Definition: Initial Product Scope

Learn to define the coming product release (iteration) scope, including proactive requirement generation, mapping, clustering, and prioritization as well as constraints analysis.

Get acquainted with practical tools that will help you prioritize and manage your product backlog.

Session 5 – Product Definition: Final Product Scope

Learn how to write a detailed feature definition using user stories and other methods, taking into consideration the persona that the feature is intended for and effectively communicating the product requirements to relevant stakeholders.

Case study: Define the scope of a product next release.

Session 6 – Product Achievement

Get to know the practice of Product Achievement: The activities that ensure the product is developed and delivered according to predefined specs, budget, and timelines.

Learn how to decompose features into development units (sub-features), plan the required activities, guide and support the involved teams, monitor the process, review interim outcomes, and manage changes.

Session 7 – Product Monitoring and Product Marketing

Adopt a Product Monitoring approach - be a data-driven product manager: Understand how to define the right metrics and KPIs and monitor them to ensure the product's success.

Understand Product Marketing concepts and recognize marketing targets (who do you want to talk to), messages (what do you want to say to them), collaterals (how do you say it), and platforms (where and when you say it): manage the market's perception of the product's value to generate leads and engage customers.

Session 8 – Product Marketing and Summary

Learn how to position your product, define the way to get it into the market (Go-to-Market) and the various activities required for a successful product launch.

At the end of this session, we will summarize what we have learned throughout the course, highlighting the main takeaways and discussing ways to apply them immediately in our day-to-day work.



About StarVision

StarVision empowers product organizations to develop winning A Framework to build a Solid Product Management **Foundation**, Product Management **Expertise** to Strengthen their Competitiveness and advanced Training to achieve Product Management **Excellence**.

All services are relying on an agile, field-proven, Product Methodology (SVPM™).

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