

STRATEGIC PRODUCT MANAGEMENT

“Master the Art of Product Strategy and Development for Market Success”

Schedule

Date	Venue	Fees (Face-to-Face)
18 - 20 Aug 2026	Manama, Bahrain	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Strategic product management is essential for guiding the successful development, positioning, and marketing of products in a competitive marketplace. This 3-day course provides an in-depth exploration of product management strategies, from conceptualization to launch. Participants will learn to align product offerings with customer needs, market trends, and business goals to maximize product success.

By the end of this course, participants will have the tools to manage the full product lifecycle, create effective product strategies, and lead successful product launches.

Objectives

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

- Understand the core principles of strategic product management.
- Develop and implement product strategies that align with business objectives.
- Manage the product lifecycle from idea generation to market launch.
- Conduct market research to identify customer needs and market opportunities.
- Use data-driven approaches to make informed product decision

Why Attend

- Gain expertise in strategic product management processes and best practices.
- Learn how to create product strategies that meet customer demands and business goals.
- Master the skills to manage a product from concept to successful launch.
- Learn to work effectively with cross-functional teams to drive product success.
- Network with industry professionals and gain insights from real-world case studies.

Target Audience

This program is designed for:

- Product managers and product development professionals.
- Marketing and sales managers involved in product strategy.
- Business leaders and executives seeking to align product offerings with company goals.
- Entrepreneurs and startups looking to launch new products successfully.
- Anyone involved in or aspiring to be part of the product management process.

Individual Benefits

Key competencies that will be developed include:

- Expertise in strategic product management and decision-making.
- Skills in product development, market research, and competitive analysis.
- Knowledge of aligning product strategies with business objectives and market demands.
- Competency in launching and positioning products effectively in the market.
- Ability to work with cross-functional teams to drive product success.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Ability to lead successful product launches that align with company goals.
- Expertise in developing product strategies based on customer needs and market insights.
- Improved decision-making in product development and lifecycle management.
- A stronger competitive edge through data-driven product strategies.
- Capability to contribute to the growth of the organization through strategic product management.

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Lectures - Core concepts and principles of strategic product management.
- Case Studies - Real-world examples illustrating product management challenges and solutions.
- Workshops - Hands-on sessions focusing on strategy development, market research, and product lifecycle management.
- Group Discussions - Collaborative learning to share ideas and best practices.
- Interactive Exercises - Practical application of tools and techniques in product management.

Course Outline

Detailed 3-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Introduction to Strategic Product Management

- Module 1: The Role of Product Management (07:30 – 09:30)
 - Key responsibilities and skills of a product manager.
 - Understanding the product lifecycle.
 - Aligning product management with business goals and market needs.
- Module 2: Developing Product Strategies (09:45 – 11:15)
 - Analyzing market trends and customer needs.
 - Creating a vision and roadmap for product success.
 - Case study: Developing a product strategy for a new market.
- Module 3: Market Research and Competitive Analysis (01:00 – 03:30)
 - Conducting effective market research to guide product decisions.
 - Analyzing competitors and identifying market opportunities.
 - Workshop: Creating a competitive analysis report.

Day 2: Product Development and Lifecycle Management

- Module 1: Product Development Process (07:30 – 09:30)
 - Stages of product development: Ideation, prototyping, and testing.
 - Aligning product development with market requirements and business goals.
 - Case study: Successful product development in a competitive industry.
- Module 2: Managing the Product Lifecycle (09:45 – 11:15)
 - Understanding and managing different stages of the product lifecycle.
 - Strategies for product growth, maturity, and decline.
 - Group discussion: Lifespan of a product and exit strategies.
- Module 3: Cross-functional Team Collaboration (01:00 – 03:30)
 - Collaborating with marketing, sales, and operations for successful product development.
 - Managing stakeholder expectations throughout the product lifecycle.
 - Workshop: Cross-functional team dynamics and communication.

Day 3: Product Launch and Market Positioning

- Module 1: Product Launch Strategies (07:30 – 09:30)
 - Planning and executing a successful product launch.
 - Timing, positioning, and communication for maximum impact.
 - Case study: Key elements of a successful product launch.
- Module 2: Product Positioning and Branding (09:45 – 11:15)
 - Defining product positioning in the market.
 - Creating a strong brand identity for the product.
 - Group activity: Positioning a product in a competitive market.
- Module 3: Post-Launch Evaluation and Improvement (01:00 – 03:30)
 - Measuring the success of a product launch.
 - Gathering customer feedback and improving the product.
 - Final project: Developing a comprehensive product launch plan.

Certification

Participants will receive a Certificate of Completion in Strategic Product Management, validating their skills and knowledge in driving successful product strategies.

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