MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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CERTIFIED PRODUCT MANAGER OR CERTIFIED PRODUCT MARKETING MANAGER

"Master Product Strategy, Development, and Marketing to Drive Market Success and Business Growth."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

Product management and product marketing are critical for transforming ideas into successful products that meet market needs and drive business growth. Effective product managers understand the entire product lifecycle—from ideation to development, launch, and market performance.

The Certified Product Manager / Product Marketing Manager course equips participants with practical skills in product strategy, roadmap development, market research, go-to-market planning, and product lifecycle management. Participants will learn to align product offerings with customer needs, manage cross-functional teams, and execute marketing strategies for product success.

Objectives

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

- Understand the role of a product manager and product marketing manager.
- Conduct market research and analyze customer needs and trends.
- Develop product strategies, roadmaps, and lifecycle plans.
- Manage cross-functional teams for product development and launch.
- Design go-to-market strategies and marketing campaigns for products.
- Monitor product performance and make data-driven decisions.
- Align product positioning with organizational goals and brand strategy.
- Manage pricing, distribution, and competitive strategies effectively.

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Why Attend

This course is ideal for product managers, marketing professionals, and business leaders seeking to strengthen their product management and marketing skills. Participants will gain actionable strategies to bring successful products to market, optimize performance, and achieve competitive advantage.

Target Audience

This course is suitable for:

- Product Managers and Associate Product Managers
- Product Marketing Managers and Executives
- Marketing Professionals involved in product launches
- Business Development Managers and Entrepreneurs
- Professionals responsible for product strategy, development, or positioning

Individual Benefits

- Gain expertise in product lifecycle management and go-to-market strategies.
- Develop skills in market research, positioning, and competitive analysis.
- Enhance decision-making, communication, and cross-functional leadership.
- Increase professional credibility and career advancement opportunities.
- Acquire practical tools to manage product success from ideation to launch.
- Build confidence in handling product strategy, marketing, and performance evaluation.

Organizational Benefits

- Improve product development efficiency and market alignment.
- Strengthen product positioning, brand consistency, and market performance.
- Increase sales, adoption, and customer satisfaction for products.
- Enhance collaboration between marketing, R&D, and sales teams.
- Reduce product failure risk and optimize product lifecycle management.
- Build a skilled product management team capable of delivering strategic outcomes.

Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on product management and marketing principles
- Case studies of successful product launches and lifecycle management
- Workshops on product strategy, roadmaps, and go-to-market planning
- Group exercises for market research, competitive analysis, and positioning
- Role-playing and simulations for cross-functional team collaboration
- Continuous feedback, coaching, and Q&A sessions for applied learning

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Course Outline

Module 1: Introduction to Product Management and Product Marketing

Module 2: Product Lifecycle Management: From Ideation to Retirement

Module 3: Market Research, Consumer Insights, and Competitive Analysis

Module 4: Product Strategy, Roadmaps, and Planning

Module 5: Product Development and Cross-Functional Team Management

Module 6: Go-to-Market Strategy and Launch Planning

Module 7: Pricing, Distribution, and Channel Management

Module 8: Marketing Communications and Product Promotion

Module 9: Product Performance Monitoring and Analytics

Module 10: Capstone Exercise – Developing a Product Strategy and Launch Plan

Certification

Upon successful completion, participants will receive a Certified Product Manager / Certified Product Marketing Manager certificate, validating their expertise in managing the product lifecycle, executing marketing strategies, and driving product success in the market.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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