

CERTIFIED PRODUCT MANAGER

"Master the Skills to Strategically Manage Products from Concept to Market Success."

Schedule

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

► **Available delivery methods:** In-House Training

Introduction

Product management is essential for turning innovative ideas into successful products that meet market demands and drive business growth. Effective product managers understand the complete product lifecycle, including strategy, development, launch, and market performance.

The Certified Product Manager course equips participants with practical skills to manage product portfolios, develop strategies, and lead cross-functional teams. Participants will learn techniques for market research, product planning, go-to-market execution, and performance monitoring to ensure product success.

Objectives

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

- Understand the role and responsibilities of a product manager.
- Conduct market research and analyze customer needs and trends.
- Develop product strategies, roadmaps, and lifecycle plans.
- Manage cross-functional teams in product development and launch.
- Execute go-to-market strategies and monitor product performance.
- Align product positioning with organizational goals and brand strategy.
- Make data-driven decisions to enhance product success.
- Optimize product portfolio and lifecycle management.

Why Attend

This course is ideal for product managers, aspiring product professionals, and business leaders who want to enhance product performance and market competitiveness. Participants will gain actionable skills to manage products effectively, from conception to market launch and beyond.

Target Audience

This course is suitable for:

- Product Managers and Associate Product Managers
- Product Owners and Project Managers
- Business Development Managers
- Marketing Professionals involved in product strategy
- Professionals seeking careers in product management

Individual Benefits

- Gain expertise in product strategy, development, and lifecycle management.
- Develop skills in market research, positioning, and performance analysis.
- Enhance decision-making, leadership, and cross-functional collaboration.
- Increase professional credibility and career advancement opportunities.
- Acquire practical tools to manage products successfully from concept to launch.
- Build confidence in handling product-related challenges and strategy execution.

Organizational Benefits

- Improve product development efficiency and market alignment.
- Strengthen product portfolio performance and market positioning.
- Enhance collaboration between R&D, marketing, and sales teams.
- Reduce product failure risk and optimize lifecycle management.
- Increase product adoption, customer satisfaction, and revenue growth.
- Build a skilled product management team capable of strategic execution.

Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on product management principles and strategies
- 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 exercises for cross-functional team collaboration
- Continuous feedback, coaching, and Q&A sessions for applied learning

Course Outline

- Module 1: Introduction to Product Management
- Module 2: Product Lifecycle Management: Concept to Retirement
- Module 3: Market Research and Consumer Insights
- Module 4: Product Strategy, Roadmaps, and Planning
- Module 5: Cross-Functional Team Management
- Module 6: Product Development and Launch Execution
- Module 7: Go-to-Market Strategy and Positioning
- Module 8: Product Portfolio and Performance Monitoring
- Module 9: Analytics, KPIs, and Data-Driven Decisions
- Module 10: Capstone Exercise – Developing a Complete Product Strategy

Certification

Upon successful completion, participants will receive a Certified Product Manager certificate, validating their expertise in managing products strategically and ensuring successful market outcomes.

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.

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