

PRODUCT LAUNCH AND MANAGEMENT

“From Concept to Market: Master the Skills to Successfully Launch and Manage Products.”

Schedule

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

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

Introduction

A successful product launch and effective management are critical to a product’s lifecycle, profitability, and market impact. Companies often struggle to translate ideas into successful products due to poor planning, lack of market understanding, or ineffective execution.

The Product Launch and Management course equips participants with the tools, techniques, and strategies to plan, execute, and manage product launches effectively. Participants will learn how to identify market needs, develop go-to-market strategies, monitor performance, and ensure long-term product success.

Objectives

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

- Understand the product lifecycle and its stages.
- Conduct market research and identify customer needs.
- Develop effective product launch plans and strategies.
- Coordinate cross-functional teams for seamless execution.
- Position products competitively in the market.
- Monitor product performance and implement improvements.
- Manage risks and challenges associated with product launches.
- Optimize product portfolio for long-term business success.

Why Attend

Bringing a product to market successfully requires strategic planning, marketing insight, and execution skills. This course provides a practical framework to manage all aspects of a product launch and ensures that participants can oversee products from conception to growth effectively.

Target Audience

This course is suitable for:

- Product Managers and Brand Managers
- Marketing and Sales Professionals
- Business Development Executives
- Entrepreneurs and Startup Founders
- Project Managers and Innovation Teams
- Professionals involved in product strategy, development, or launch

Individual Benefits

- Gain practical skills in product launch planning and execution.
- Learn to analyze markets and customer needs effectively.
- Improve cross-functional coordination and project management skills.
- Enhance decision-making and problem-solving during product lifecycle.
- Increase professional credibility in product and brand management.
- Boost career growth by mastering end-to-end product management skills.

Organizational Benefits

- Increase success rates of new product launches.
- Improve market positioning and competitive advantage.
- Enhance cross-departmental collaboration and efficiency.
- Reduce risks and costs associated with failed launches.
- Strengthen product portfolio management and long-term growth.
- Foster innovation and market responsiveness within the organization.

Instructional Methodology

The training employs a practical, interactive approach through:

- Case studies of successful and failed product launches
- Hands-on exercises for market research, strategy, and planning
- Workshops on cross-functional coordination and communication
- Role-playing scenarios for product positioning and promotion
- Group discussions and peer feedback on product launch strategies
- Assignments to develop actionable product launch plans
- Continuous guidance, Q&A, and instructor coaching

Course Outline

- Module 1: Introduction to Product Management and Lifecycle
- Module 2: Market Research and Customer Needs Analysis
- Module 3: Product Development and Concept Validation
- Module 4: Go-to-Market Strategy and Launch Planning
- Module 5: Product Positioning, Branding, and Messaging
- Module 6: Coordinating Cross-Functional Teams for Launch Success
- Module 7: Risk Management and Problem Solving in Product Launch
- Module 8: Monitoring Product Performance and Customer Feedback
- Module 9: Product Portfolio Optimization and Growth Strategies
- Module 10: Capstone Project – Designing a Complete Product Launch Plan

Certification

Upon successful completion, participants will receive a Certificate in Product Launch and Management, recognizing their expertise in planning, executing, and managing products effectively from concept to market success.

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?

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