MERCURY

Strategic Product Management in IT Training Course

19 – 23 April 2027
Madrid (Spain)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 15497_1083783 **Date:** 19 – 23 April 2027 **Location:** Madrid (Spain) **Fees:** 5600 Euro

Introduction:

Product management in the IT industry is a dynamic and critical function that bridges the gap between technology and business strategy. This Strategic IT Product Management course is designed to equip aspiring and existing product managers with the skills and knowledge to excel as IT product managers.

From understanding strategic IT product management and market trends to leading cross-functional teams, participants will gain insights into the strategic aspects of product management in the fast-paced world of technology while cultivating product manager strategic thinking.

Upon completing this Strategic IT Product Management course, participants earn a Strategic IT Product Management certification, demonstrating their understanding of the IT product management framework and their readiness to effectively perform IT product manager roles and responsibilities with the IT product manager skills.

Targeted Groups:

- Aspiring Product Managers.
- Current Product Managers in the IT Industry.
- Software Developers Interested in Product Roles.
- Business Analysts in IT.
- Project Managers Transitioning to Product Management.

Targeted Competencies:

Participants competencies in this Strategic IT Product Management training will:

- Strategic Thinking.
- Market Analysis.
- Agile and Scrum Methodologies.
- Stakeholder Management.
- User-Centric Design.
- Data-Driven Decision Making.

Course Objectives:

By the end of this Strategic IT Product Management course, participants will be able to:

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- Develop and execute a strategic product roadmap aligned with business goals.
- Conduct market research and competitor analysis to inform product decisions.
- Lead cross-functional teams through Agile and Scrum methodologies.
- Effectively communicate with stakeholders, developers, and designers.
- Utilize user-centric design principles to enhance product usability.
- Make data-driven decisions for product optimization and innovation.

Course Content:

Unit 1: Introduction to IT Product Management:

- Role of a Product Manager.
- Importance of Strategic Product Management in IT.
- Evolving Landscape of IT Products.
- Career Paths in IT Product Management.
- Key Skills for Successful IT Product Managers.

Unit 2: Market Analysis and Trends:

- Conducting Comprehensive Market Research.
- In-Depth Competitor Analysis Techniques.
- Identifying and Evaluating Emerging Technological Trends.
- Adapting Products to Market Shifts.
- Understanding Consumer Behavior in IT.

Unit 3: The Agile and Scrum Paradigm in IT Product Management:

- Deep Dive into Agile Principles.
- Practical Application of Scrum Framework.
- Sprint Planning and Execution.
- Agile Tools for IT Product Management.
- Managing Agile Teams Effectively.

Unit 4: Stakeholder Management in IT Product Management:

- Identifying and Categorizing Stakeholders.
- Strategies for Prioritizing Stakeholder Needs.
- Communication Plans for Diverse Stakeholders.
- Handling Conflicts in Stakeholder Expectations.
- Building Strong Stakeholder Relationships.

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Unit 5: User-Centric Design in IT Product Management:

- Core Principles of User-Centric Design.
- Conducting User Research and Personas.
- Prototyping and Usability Testing.
- Integrating Design Thinking into IT Products.
- Enhancing User Experience Continuously.

Unit 6: Data-Driven Decision-Making for IT Products:

- Importance of Data-Driven Decisions in IT.
- Implementing Analytics Tools for IT Product Insights.
- Interpreting Key Performance Indicators KPIs.
- Predictive Analytics for Product Optimization.
- Case Studies on Successful Data-Driven Products.

Unit 7: Building and Managing Strategic IT Product Roadmaps:

- Creating Strategic Product Roadmaps.
- Aligning Roadmaps with Business and Technology Goals.
- Roadmap Visualization and Communication.
- Prioritizing Features and Releases.
- Iterative Roadmap Adjustments Based on Feedback.

Unit 8: Case Studies and Practical Applications of Strategic Product Management in IT:

- Analyzing Real-World Product Launches.
- Interactive Exercises Applying Course Concepts.
- Collaborative Problem-Solving Sessions.
- Simulation of Product Management Challenges in IT.
- Q&A and Group Discussions on Case Studies.