MERCURY

Product Management and Product Marketing (PMM)

1 – 12 March 2027
London (UK)



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

MERCURY

Product Management and Product Marketing (PMM)

Ref: 15225_280209 **Date:** 1 – 12 March 2027 **Location:** London (UK) **Fees:** 9500 Euro

Introduction:

In the dynamic and competitive landscape of modern business, the roles of Product Management and Product Marketing PMM have become increasingly crucial for the success and sustainability of organizations. While distinct in their functions and focus, product management and marketing work in tandem to ensure that a product not only meets market demands but also stands out in a crowded marketplace.

Product Management is the strategic discipline encompassing the planning, development, and execution of a product's lifecycle. This role involves understanding customer needs, defining product vision, prioritizing features, and collaborating with cross-functional teams to deliver a product that provides value to the customers and the organization.

Product Managers make critical decisions that balance customer satisfaction, technical feasibility, and business profitability. Their role is to ensure that the product aligns with the company's strategic objectives and adapts to changing market conditions and customer feedback.

On the other hand, Product Marketing focuses on bringing the product to the market and driving its adoption among target audiences. Product Marketers create compelling value propositions, position the product effectively, and develop go-to-market strategies that highlight the product's unique benefits.

They work closely with sales, customer success, and other marketing teams to craft messaging, generate demand, and support the product's growth through various stages of its lifecycle. Product Marketing ensures the product's value is clear and consistent, driving customer engagement and revenue growth.

Understanding the Product Management and Product Marketing PMM:

The synergy between Product Management and Product Marketing is essential for creating products that meet market needs and achieve commercial success. Product Managers rely on insights from Product Marketing to understand market trends and customer preferences.

At the same time, Product Marketers depend on the strategic direction provided by Product Management to shape their messaging and campaigns. Together, these roles ensure the product is well-designed and well-received.

This course will explore the intricacies of product management and marketing and their respective responsibilities, methodologies, and best practices. Participants will gain a comprehensive understanding of how to develop and market products effectively, ensuring the knowledge and skills necessary to excel in these critical business functions.

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

Targeted Groups:

- Aspiring Product Managers.
- Current Product Managers.
- Product Marketing Managers.
- Marketing Professionals.
- Sales Teams.
- Customer Success Teams.
- Business Analysts.
- Project Managers.
- Entrepreneurs and Startups.
- Product Development Teams.
- UX/UI Designers.
- Senior Executives and Leadership.
- Business Strategists.
- Innovation Teams.
- Technology Professionals.

Course Objectives:

At the end of this product management and product marketing PMM course, the participants will be able to:

- Understand the core principles of Product Management and Product Marketing.
- Develop skills in market research and competitive analysis.
- Learn to create and manage a product roadmap.
- Master the development of compelling value propositions.
- Gain proficiency in crafting effective go-to-market strategies.
- Enhance abilities in cross-functional team collaboration.
- Acquire techniques for effective product positioning and messaging.
- Learn methods for generating and nurturing demand.
- Understand how to enable and support sales teams.
- Develop skills in measuring and analyzing product performance metrics.
- Learn to implement Agile and Lean methodologies in product development.
- Gain insights into innovation and problem-solving techniques.
- Improve communication and presentation skills for product initiatives.
- Learn to make data-driven decisions to optimize product success.
- Understand budgeting and financial analysis for product management.
- Develop strategies for customer engagement and retention.

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

Targeted Competencies:

By the end of this product management and product marketing PMM training, the participant's competencies will:

- Market Research and Analysis.
- Product Lifecycle Management.
- Strategic Planning.
- Customer Insight and Empathy.
- Value Proposition Development.
- Competitive Analysis.
- Product Roadmapping.
- Cross-functional Collaboration.
- Go-to-Market Strategy.
- Product Positioning and Messaging.
- Demand Generation.
- Sales Enablement.
- Performance Metrics and KPIs.
- Agile and Lean Methodologies.
- Innovation and Problem-Solving.
- Communication and Presentation Skills.
- Data-Driven Decision Making.
- Risk Management.
- Budgeting and Financial Analysis.
- Customer Engagement and Retention Strategies.

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

MERCURY

Course Content:

Unit 1: Introduction to Product Management and Product Marketing:

- Define Product Management and Product Marketing.
- Understand the roles and responsibilities of Product Managers and Product Marketers.
- Explore the importance of PM and PMM collaboration.
- Learn about the product lifecycle and its stages.
- Identify critical skills required for success in PM and PMM.

Unit 2: Market Research and Analysis:

- Understand the fundamentals of market research.
- Learn various market research methodologies.
- Conduct competitive analysis and identify market opportunities.
- Analyze customer needs and market trends.
- Develop customer personas and user segments.

Unit 3: Product Lifecycle Management:

- Explore the stages of the product lifecycle.
- Learn how to manage products from concept to end-of-life.
- Understand product planning and forecasting.
- Implement strategies for product growth and maturity.
- Manage product decline and phase-out.

Unit 4: Strategic Planning and Roadmapping:

- Understand the importance of strategic planning.
- Develop a product vision and mission.
- Create and manage a product roadmap.
- Prioritize features and enhancements.
- Align product strategy with business goals.

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

Unit 5: Value Proposition and Product Positioning:

- Define and develop a value proposition.
- Learn techniques for effective product positioning.
- Understand the importance of differentiation.
- Create compelling product messaging.
- Tailor positioning for different market segments.

Unit 6: Go-to-Market Strategy:

- Develop a comprehensive go-to-market strategy.
- Identify target markets and channels.
- Plan product launches and promotional activities.
- Coordinate with sales and distribution teams.
- Monitor and adjust go-to-market plans based on feedback.

Unit 7: Demand Generation and Lead Nurturing:

- Understand demand generation fundamentals.
- Develop strategies for generating leads.
- Implement lead nurturing campaigns.
- Use digital marketing tools and techniques.
- Measure and analyze demand generation efforts.

Unit 8: Sales Enablement and Support:

- Learn the role of sales enablement in PMM.
- Develop sales training and support materials.
- Create product demo and presentation content.
- Collaborate with sales teams for effective product promotion.
- Monitor sales performance and provide feedback.

Unit 9: Performance Metrics and KPIs:

- Identify key performance indicators for PM and PMM.
- Learn how to measure product success.
- Use analytics tools to track product performance.
- Develop dashboards and reporting systems.
- Implement continuous improvement based on metrics.

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

Unit 10: Agile and Lean Methodologies:

- Understand Agile and Lean principles.
- Learn how to apply Agile methodologies in product development.
- Implement Lean practices for efficiency.
- Manage product backlogs and sprints.
- Conduct retrospectives and continuous improvement sessions.

Unit 11: Innovation and Problem-Solving:

- Foster a culture of innovation within the team.
- Use creative problem-solving techniques.
- Conduct brainstorming and ideation sessions.
- Implement design thinking methodologies.
- Evaluate and prototype new product ideas.

Unit 12: Customer Engagement and Retention:

- Understand the importance of customer engagement.
- Develop strategies for engaging and retaining customers.
- Use customer feedback for product improvements.
- Implement loyalty programs and customer success initiatives.
- Measure and analyze customer satisfaction and retention rates.