MERCURY

Product Management and Product Marketing for the Telecom Sector

8 – 19 March 2027
Amsterdam (Netherlands)



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Ref: 15179_288292 **Date:** 8 – 19 March 2027 **Location:** Amsterdam (Netherlands) **Fees:** 9500 Euro

Introduction:

Product management and marketing PMM are crucial for companies to succeed, particularly in the evolving telecom sector. Combining strategic vision with market insights enables businesses to optimize resources and grow substantially. This comprehensive telecom sector product management and marketing PMM course deeply delves into both disciplines, focusing on B2B and B2C interactions in the Telecoms, IT, and Software industries.

Participants in this telecom sector product management and marketing PMM training will be equipped with best practice approaches, theoretical frameworks, practical techniques, detailed checklists, templates, and extensive course notes to enhance their productivity upon returning to their roles. This curriculum is designed to fast-track the accumulated skills and knowledge that ordinarily come with vast industry experience.

Product Marketing Manager Roles and Responsibilities:

Understanding the product marketing manager's roles and responsibilities is integral to the success of products in the telecom sector. This telecom sector product management and marketing PMM course will improve participants in market analysis, developing unique selling propositions, and designing go-to-market strategies that resonate with target customers.

A product marketing manager is deeply involved in crafting the messaging and positioning of telecom services and ensuring that marketing strategies are aligned with product capabilities and customer needs.

Targeted Groups:

- CMO.
- Marketing Staff.
- Product development Staff.
- Marketing Managers and Professionals.

Course Objectives:

Upon completion of this telecom sector product management and marketing PMM course, participants will:

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- Learn the full range of product management and marketing skills, tools, and best practices.
- Gain confidence and understanding of their roles and the relationship between product and marketing management.
- Improve the quality and efficiency of their work utilizing industry-leading tools, templates, and checklists.
- Demonstrate their desire for professional development by becoming a Product Focus Product Manager.

Targeted Competencies:

Upon completion of this telecom sector product management and marketing PMM training, participants competencies will:

- Strategic Planning.
- Market Analysis.
- Customer Insights.
- Competitive Analysis.
- Product Development.
- Product Lifecycle Management.
- Pricing Strategy.
- Go-to-Market Strategy.
- Sales Enablement.
- Marketing Communications.
- Brand Management.
- Digital Marketing.
- Data-Driven Decision Making.
- Financial Acumen.
- Regulatory Compliance.
- Stakeholder Management.
- Innovation Management.
- Cross-Functional Collaboration.
- Technical Understanding.
- Performance Metrics Analysis.
- Customer Relationship Management.
- Agile Methodologies.
- Risk Management.
- Change Management.

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Course Content:

Unit 1: The Product Management and Product Marketing Roles:

- The necessity of products for companies.
- Life cycles in product management.
- Distinct roles in product management and product marketing.
- Interaction and balance between product manager and marketing roles.
- Implementing a RACI model to define responsibilities.

Unit 2: Marketing Strategies in Telecoms:

- Exploring various marketing strategies within the telecommunication sector.
- Discuss the six types of marketing strategies.
- Understand the seven Cs of marketing.
- In-depth analysis of the eight Ps of marketing and their relevance to telecom.

Unit 3: Market Analysis:

- Techniques for market research and gaining insights.
- Detailed breakdown of the market analysis process and competitive dynamics.
- Methods of segmentation and targeting.
- Understand the customer journey.
- Evaluating competitors using tools like Porter's Five Forces model.

Unit 4: Developing Propositions:

- Craft compelling product propositions.
- Grasp customer value.
- Utilize Personas and Kano Analysis for innovation.
- Communicating value propositions effectively with tools.
- Elevator pitches, CRM systems, positioning diagrams, and sales crib sheets.

Unit 5: Business Cases:

- The 4 business case steps.
- Stakeholder management.
- Key financial concepts and terminology.
- Sensitivity analysis and forecasting.
- How do we avoid common mistakes?

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Unit 6: Pricing:

- The pricing cycle and fundamental pricing strategy.
- Value-based pricing, skimming, and penetration.
- The psychology of pricing.
- Demand curves, reference pricing, and how to handle discounting.
- Ladder pricing, bundling, price complexity, and versioning.

Unit 7: Pricing Tactics:

- Types of Pricing Strategies.
- What are the 5 pricing tactics?
- Price skimming.
- Market penetration pricing.
- Premium pricing.
- Economy pricing.
- Bundle pricing.

Unit 8: Product Development and Requirements:

- Waterfall and stage-gate methodologies explained.
- Agile approaches, including Scrum, in detail.
- Common challenges include who the product owner should be and scaling Scrum.
- User-centered requirements.
- The Market Requirements Document MRD and prioritization.

Unit 9: Product Life Cycle and Product Development Cycle:

- What is the Importance of product development?
- Development of a new product.
- 8-Step Process Perfects New Product Development.
- Factors influencing Product Development.

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Unit 10: Launching and In-life Management:

- Product management versus product marketing.
- Product marketing fundamentals, the 7's and 7 C's.
- Launch concepts and best practices.
- In-life product management, including dashboards and KPIs.
- Roadmaps.

Unit 11: Product Strategy:

- Core principles of product strategy in the context of telecom.
- Portfolio management and tactical use of models such as the BCG matrix.
- Apply theories like Innovator's Dilemma, Crossing the Chasm, and Blue Ocean Strategy.
- Lifecycle theories and their practical applications.
- Effective SWOT analysis for strategic decision-making.

Unit 12: Personal Effectiveness:

- Insights from the annual Product Focus Product Management Survey.
- Product Management personas, coaching, influencing skills.
- How to make the role more strategic?
- Email, meetings, and time management.
- Plan to apply key insights and tools from the course.

Unit 12: Real-Life Examples from Telecom Sectors and ISP Companies:

- Verizon's successful 5G rollout strategy increased market share.
- AT&T's bundling of services boosted customer retention.
- T-Mobile's Uncarrier campaigns revolutionized customer expectations.
- Comcast's Xfinity brand leveraged innovative home internet solutions.
- Vodafone's global expansion through strategic acquisitions.

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Unit 13: Launching New Technologies like VAS Applications:

- Understanding the market needs and trends is crucial for successful VAS and application launches.
- Conduct thorough market research to identify potential niches and target demographics.
- Develop innovative Value-Added Services VAS to differentiate from competitors.
- Collaborate with app developers to create user-friendly and functional applications.
- Test beta versions extensively to ensure a seamless user experience before launch.
- Implement effective marketing strategies to generate buzz and anticipation.
- Leverage social media platforms for targeted advertising and promotion.
- Provide incentives and discounts for early adopters to drive initial uptake.
- Monitor customer feedback and iterate based on user preferences and suggestions.
- Establish partnerships with content providers to enrich VAS offerings.
- Ensure compatibility with a wide range of devices and operating systems.
- Offer personalized recommendations and customization options to enhance user engagement.
- Continuously updating and improving VAS and applications based on market dynamics.
- Comply with regulatory requirements and data privacy regulations.
- Analyze key performance indicators KPIs to measure the success of launches.
- Provide ongoing customer support and troubleshooting for VAS and application users.
- Incorporate feedback loops to gather insights for future product development.
- Scale infrastructure and resources to accommodate growing user demand.
- Build a loyal customer base through consistent delivery of value and innovation.

Conclusion:

Throughout the course, participants can look forward to attaining a PMM certificate and a comprehensive understanding of the telecom sector, the intertwined nature of product management and marketing management, and the skills needed to navigate and succeed in this complex environment.

We provide information on PMM certification and training options for those looking to formalize their expertise in product management and marketing. Participants can earn a recognized credential that highlights their commitment to professional development in the field.