



## Product Management and Product Marketing

03 - 14 Jun 2024  
Brussels (Belgium)



# Product Management and Product Marketing

**Ref.:** 15225\_289550 **Date:** 03 - 14 Jun 2024 **Location:** Brussels (Belgium) **Fees:** 6750 **Euro**

## Introduction:

Product management is at the core of any business that sells products. Done well, it delivers strategic insights, optimized resources, and bottom-line results.

This course covers all the key areas of product management and product marketing focused on B2B and B2C in the Telecoms, IT, and Software industries.

The course marries best practice, theory, and practical techniques to explain what has to be done and how to do it. Participants are provided with detailed checklists, templates, and course notes to use as references when they return to the office. This course builds the skills and knowledge that usually only comes with many years of experience.

## Targeted Groups:

- CMOs
- Marketing Staff
- Product development Staff
- Marketing Managers and professionals

## Course Objectives:

At the end of this course the participants will be able to:

- Become more effective - learn the full range of skills, tools, and best practice
- Gain confidence and insight - through a thorough understanding of your role
- Improve work quality and speed - by using industry-leading tools, templates, and checklists
- Become a Product Focus Product Manager and demonstrate to peers, managers, and employers your commitment to professional development.

## Course Content:

### Unit 1: The Product Management and Product Marketing Roles:

- Why do companies have products
- Product management lifecycles
- Defining the product management and product marketing roles
- Touchpoints and balanced responsibilities
- Applying a RACI model

## **Unit 2: Marketing Strategies in Telecoms:**

- What are the marketing strategies in the telecommunication industry?
- The 6 types of marketing strategies
- The 7 C's of marketing?
- Eight 'P's of marketing

## **Unit 3: Market Analysis:**

- Market research, market insights, and 'listening posts'
- The market analysis process and different levels of competition
- Segmentation and targeting
- The buying process and cycle
- Competitive analysis including Porter's 5 forces

## **Unit 4: Developing Propositions:**

- Elements in a proposition
- Understanding customer value
- Personas, Kano Analysis, and Outcome driven innovation
- How to communicate propositions effectively
- Elevator pitches, 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 to avoid common mistakes

## **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
- 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 should be the product owner and scaling Scrum
- User-centered requirements
- The Market Requirements Document MRD and prioritization

## **Unit 9: Product Life Cycle & Product Development Cycle:**

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

## **Unit 10: Launching and In-life Management:**

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

## **Unit 11: Product Strategy:**

- Product Strategy fundamentals and approach
- Product portfolio management including the BCG matrix
- Classic theories - Innovators Dilemma, Crossing the Chasm and Blue Ocean Strategy
- Lifecycle theory and practice
- Effective use of SWOT analysis as a strategy tool

## **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**

## **Unit 13: Launching new technologies like VAS , Applications .... Etc**



**Registration form on the :  
Product Management and Product Marketing**

**code:** 15225 **From:** 03 - 14 Jun 2024 **Venue:** Brussels (Belgium) **Fees:** 6750 **Euro**

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