



## Strategic Product Management in IT

30 Sep - 04 Oct 2024  
Casablanca (Morocco)



# Strategic Product Management in IT

**Ref.:** 15497\_312269 **Date:** 30 Sep - 04 Oct 2024 **Location:** Casablanca (Morocco) **Fees:** 3000 Euro

## Introduction:

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

## 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:

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

## Course Objectives:

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

- 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.

## Unit 1: Introduction to Product Management in IT:

- Role of a Product Manager
- Importance of Product Management in IT
- Evolving Landscape of IT Products
- Career Paths in IT Product Management
- Key Skills for Successful 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: Agile and Scrum Methodologies:**

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

## **Unit 4: Stakeholder Management:**

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

## **Unit 5: User-Centric Design:**

- 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:**

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

## **Unit 7: Building and Managing 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:**



Istanbul - Turkey: +90 539 599 12 06

Amman - Jordan: +962 785 666 966

WhatsApp London - UK: +44 748 136 28 02

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



**Registration form on the :  
Strategic Product Management in IT**

**code:** 15497 **From:** 30 Sep - 04 Oct 2024 **Venue:** Casablanca (Morocco) **Fees:** 3000 **Euro**

Complete & Mail or fax to Mercury Training Center at the address given below

**Delegate Information**

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

**Company Information**

Company Name:

Address:

City / Country:

**Person Responsible for Training and Development**

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

**Payment Method**

Please invoice me

Please invoice my company