MERCURY

Strategic Product Management in IT

14 - 18 Jul 2025
Munich (Germany)

Strategic Product Management in IT

Ref.: 15497_312297 **Date:** 14 - 18 Jul 2025 **Location:** Munich (Germany) **Fees:** 4900 **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:

- 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 :
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