

Product Management Essentials

The 180° understanding, the complete toolbox



Target group

Young professionals (> 6 months)

Content

- Definition, historical perspective and current trends
- Market analysis (segmentation, market valuation, competitors, channels)
- Trends monitoring and analysis
- Customer needs discovery and prioritization
- Value proposition and positioning
- Life cycle and portfolio management
- Roadmapping and product strategy
- Supporting product development
- Product launches and pricing
- Managing product in the market place
- Time and stakeholder management
- Soft skills for product management (light)

Duration

3 days

Value created:

Solid understanding of product management
Complete tool box for main PM tasks