

# MASTERING PRODUCT MANAGEMENT IN THE TECH INDUSTRY

**PRICE: \$2290**

## COURSE OBJECTIVES

This course aims to prepare participants for success as product managers in the tech industry. By the end of the program, they will possess a solid understanding of product management principles and strategies, enabling them to lead cross-functional teams, drive product innovation, and deliver successful products that meet user needs and business goals. Through a mix of theoretical learning and practical exercises, participants will gain the skills and confidence necessary to excel in this dynamic field.

**DURATION: 12 WEEKS**

### WEEK 1-2: INTRODUCTION TO PRODUCT MANAGEMENT

- Understanding the role of a product manager
- Key responsibilities and skills required
- Overview of the tech industry landscape
- Historical perspectives and evolution of product management

### WEEK 3-4: PRODUCT STRATEGY

- Defining product vision, mission, and goals
- Market analysis and segmentation
- Competitive analysis and positioning
- Building a product roadmap

### WEEK 5-6: USER RESEARCH AND VALIDATION

- Techniques for Conducting User Research
- Creating user personas and journey maps
- Gathering and analyzing user feedback
- Validating product ideas through MVPs and prototypes

### WEEK 7-8: PRODUCT DEVELOPMENT PROCESS

- Agile methodologies and frameworks (Scrum, Kanban, etc.)
- Cross-functional collaboration and communication
- Prioritizing features and managing the product backlog
- Sprint planning and execution

### WEEK 9-10: PRODUCT LAUNCH AND GO-TO-MARKET STRATEGY

- Planning for product launch
- Developing marketing strategies and messaging
- Sales enablement and training
- Metrics and key performance indicators (KPIs) for measuring success

### WEEK 11-12: PRODUCT LIFECYCLE MANAGEMENT AND ITERATION

- Managing the product lifecycle
- Gathering and analyzing post-launch data
- Iterative product development and continuous improvement
- Handling product pivots and sunseting strategies

### ADDITIONAL COMPONENTS

- Case studies and real-world examples from leading tech companies
- Guest lectures by experienced product managers and industry experts
- Hands-on exercises, group projects, and role-playing scenarios
- Tools and software commonly used in product management (e.g., JIRA, Trello, etc.)
- Resources for further reading and self-study



# MASTERING PRODUCT MANAGEMENT IN THE TECH INDUSTRY

**PRICE: \$2290**

## **ASSESSMENT**

- Weekly quizzes to assess understanding of key concepts
- Participation in group discussions and activities
- Individual or group projects focused on developing a product strategy and roadmap
- Final exam covering material from the entire course

## **PREREQUISITES**

- Basic understanding of technology and the tech industry
- Familiarity with business concepts and project management principles is beneficial but not required

## **OUTCOME**

Upon completion of this course, participants will have the knowledge and skills necessary to excel as product managers in the tech industry. They will be able to effectively lead product development teams, drive innovation, and deliver successful products that meet user needs and business objectives.