Training Course:
Certified Product Manager

14 - 18 July 2025
Kuala Lumpur (Malaysia)
Royale Chulan Kuala Lumpur

Training Course code: SC1932 From: 14 - 18 July 2025 Venue: Kuala Lumpur (Malaysia) - Royale Chulan Kuala Lumpur
Training Course Fees: 6000 Euro

Introduction

Product management is a critical discipline that bridges the gap between business strategy, technology, and customer needs. This Certified Product Manager training program is designed to equip participants with the essential knowledge, tools, and methodologies to excel in product management roles. Participants will learn to drive product innovation, manage product lifecycles, and align product strategies with organizational goals.

Target Audience

- Aspiring and existing product managers.

- Project managers transitioning to product roles.

- Marketing and business professionals involved in product development.

- Entrepreneurs and startup founders managing their own products.

- Technology professionals interested in product management principles.

Objectives

By the end of the program, participants will:

1. Understand the core responsibilities of a product manager.

2. Learn how to develop and manage a product roadmap.

3. Master techniques for market research, user-centric design, and product development.

4. Gain skills in stakeholder management and cross-functional team collaboration.

5. Be prepared for certification as a Product Manager.

Outlines

Day 1:

Introduction to Product Management

- Key Topics:

- What is Product Management? Roles and Responsibilities.

- Product Lifecycle Management: From Ideation to Sunsetting.

- Aligning Product Strategy with Business Goals.

- Tools and Technologies for Product Managers.

- Case Study: Successful Product Management in Action.

- Outcome: Participants understand the fundamentals of product management and its strategic importance.

Day 2:

Market Research and Customer Insights

- Key Topics:

  - Conducting Market Research: Techniques and Tools.

  - Identifying and Analyzing Target Customer Segments.

  - Gathering and Interpreting Customer Feedback.

  - Building Customer Personas and Journey Maps.

  - Hands-on Session: Creating a Persona for a Hypothetical Product.

- Outcome: Participants gain skills to analyze markets and understand customer needs.

Day 3:

Product Development and Roadmapping

- Key Topics:

  - Developing a Product Vision and Strategy.

  - Creating and Prioritizing a Product Backlog.

  - Managing Agile Development Processes.

  - Building and Presenting Product Roadmaps.

  - Workshop: Drafting a Product Roadmap for a Case Study Product.

- Outcome: Participants can create actionable product strategies and roadmaps.

Day 4:

Go-to-Market Strategy and Stakeholder Management

- Key Topics:

    ○ Planning a Product Launch: Marketing and Sales Alignment.

    ○ Measuring Product Success with KPIs and Metrics.

    ○ Communicating with Stakeholders: Internal and External.

    ○ Managing Cross-Functional Teams and Resources.

    ○ Hands-on Session: Developing a Go-to-Market Plan.

- Outcome: Participants can effectively launch and manage products in the market.

Day 5:

Certification Preparation and Capstone Project

- Key Topics:

    ○ Overview of the Product Manager Certification Exam.

    ○ Capstone Project: Developing a Product Strategy and Presentation.

    ○ Peer Feedback and Instructor Review.

    ○ Q&A and Final Wrap-Up.

- Outcome: Participants are ready for certification and gain practical experience through the capstone project.

Registration form on the Training Course:
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