



Consulting and Training | Reach New Heights

Course Name

Strategic Product Design & Promotion

Sector Name

Sales, Marketing and Customer Service

Document Type

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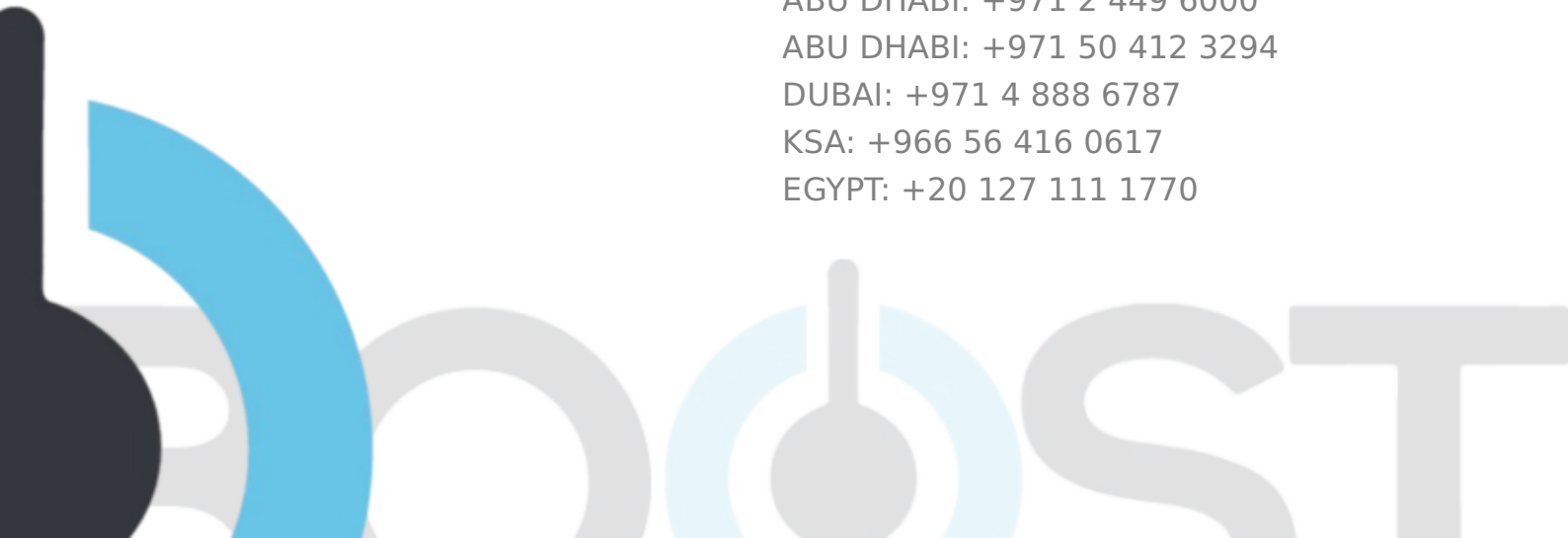
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Strategic Product Design & Promotion

Course Introduction

In competitive markets, designing a product that meets customer needs is only half the challenge—effectively promoting it to drive adoption and business growth is equally critical.

This program equips product and marketing leaders with the skills to strategically design, develop, and launch products that resonate with target audiences. Participants will learn how to integrate customer insights, design thinking, and promotional strategies into actionable plans that maximize market impact and ROI.

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Strategic Product Design & Promotion

Target Audience

- ✓ product Managers & Product Owners
- ✓ Marketing Managers & Brand Managers
- ✓ Business Development Managers

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Strategic Product Design & Promotion

Learning Objectives

- ✓ Translate customer insights into strategic product design decisions.
- ✓ Develop product concepts that align with business strategy and market needs.
- ✓ Plan and execute effective product launches and promotional campaigns.
- ✓ Collaborate with cross-functional teams to bring products to market successfully.
- ✓ Measure product and promotion performance to inform continuous improvement.

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Strategic Product Design & Promotion

Course Outline

✓ DAY 01

Understanding Market Needs and Customer Insights

- ✓ Analyzing market trends, competitor offerings, and emerging opportunities
- ✓ Identifying target customer segments and unmet needs
- ✓ Conducting customer research: surveys, interviews, and observation
- ✓ Translating insights into actionable product requirements

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Course Outline

✓ Day 02

Product Ideation and Strategic Design

- ✓ Principles of design thinking for strategic product development
- ✓ Defining product value proposition and unique selling points (USPs)
- ✓ Conceptualizing innovative features and product experiences
- ✓ Aligning product design with business strategy and brand positioning

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Course Outline

✓ Day 03

Product Development & Prototyping

- ✓ Translating concepts into prototypes and minimum viable products (MVPs)
- ✓ Iterative testing and user feedback loops
- ✓ Collaborating with cross-functional teams for design feasibility
- ✓ Balancing cost, quality, and time-to-market in product design

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Course Outline

✓ Day 04

Go-to-Market Strategy and Promotion Planning

- ✓ Developing product launch strategies aligned with strategic goals
- ✓ Positioning, messaging, and brand communication frameworks
- ✓ Channel selection and promotional tactics for maximum impact
- ✓ Integrated marketing campaigns: digital, offline, and influencer strategies

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Course Outline

✓ Day 05

Measuring Impact and Continuous Improvement

- ✓ Defining key performance indicators (KPIs) for product and promotion success
- ✓ Monitoring product performance, customer adoption, and brand impact
- ✓ Leveraging data to refine design and promotion strategies
- ✓ Scaling and sustaining product success in competitive markets

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 2, 2027	May 6, 2027	5 days	4250.00 \$	KSA , Riyadh
Sept. 13, 2026	Sept. 17, 2026	5 days	2150.00 \$	Virtual , Online

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