



Consulting and Training | Reach New Heights

Course Name

Certified product manager

Sector Name

Sales, Marketing and Customer Service

Document Type

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Course Introduction

The product manager is responsible for the strategy and roadmap for the product and the team of employees involved in every step of making the product. In this Interactive program, the participants will learn what a product manager does, how the product development process works, and how to work within the agile frameworks. They will also learn what it takes to be a product manager at top companies

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Target Audience

- ✓ Sales Executives
- ✓ Business Development Executives
- ✓ Sales / Marketing Managers
- ✓ Account Managers / Relationship Managers
- ✓ Sales Directors
- ✓ Teachers / Trainers
- ✓ Leaders
- ✓ Students
- ✓ Head of Department
- ✓ Art Directors
- ✓ HR professional
- ✓ Career shifters
- ✓ Business Owners / Entrepreneurs
- ✓ Social Media Specialist
- ✓ SEO Specialist
- ✓ Customer Service Officers

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Learning Objectives

- ✓ Explore how to be more successful by becoming a proactive product leader
- ✓ Identify: What does a Product Manager do?
- ✓ What skills are required? How do they transition into becoming a product manager?
- ✓ Improve their performance by comparing the way they work to the best practice
- ✓ Visualize how product management is changing and how you can adapt to take advantage of new ideas and techniques
- ✓ Develop the financial and business management skills essential to high-level product management
- ✓ Interact with and learn from case studies of experienced product managers
- ✓ Find new sources of ideas and support beyond the course
- ✓ Discuss the Agile product management tools and techniques
- ✓ Explore what the roadmap, minimum viable product description, and launch plan
- ✓ Describe the best ways to gather stakeholder input: customer research, target customers, and personas
- ✓ Discuss team formation

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Course Outline

✓ 01 Day one

Introduction and Overview

- ✓ What is Product Management
- ✓ The Relation between Agile Methodology and Product Management
- ✓ The Product Manager Role and Responsibilities
- ✓ What skills are required for a Product Manager?
- ✓ Common Mistakes of a Product Manager
- ✓ How do you transition into becoming a product manager?

New Product Development

- ✓ The Role of Product Managers in:
- ✓ New Product Development
- ✓ Managing Product Lifecycles
- ✓ Developing NPD Strategies and Managing New Product Portfolios
- ✓ Defining New Products – Tools and Techniques for Requirements Gathering and Specifying New Products
- ✓ The Best Practice for Achieving NPD

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Course Outline

✓ 02 Day Two

Launching Products and Services

- ✓ Developing launch and go-to-market strategies
- ✓ Key issues and steps in achieving high levels of performance with product launches
- ✓ Accelerating the take-up of new products
- ✓ Lessons from leading product launches: the pitfalls to avoid and the strategies to employ

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Course Outline

✓ 03 Day Three

Gathering stakeholder input:

- ✓ Internal teams
- ✓ External market forces
- ✓ Balancing stakeholder input
- ✓ Communicating back to stakeholders
- ✓ User stories/use cases
- ✓ Feature lists
- ✓ Prioritized backlog
- ✓ Wireframing/prototyping
- ✓ Engineering estimates
- ✓ Presenting your MVP -- wireframes (or product feature list)

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Course Outline

✓ 04 Day Four

Agile product management tools and techniques

- ✓ Product development teams
- ✓ Functional testing
- ✓ Product release -- beta programs, onboarding users, describing product benefits, monitoring and interpreting feature
- ✓ Presenting your product launch plans

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Course Outline

✓ 05 Day Five

Business Management for Product Managers

- ✓ Practical financial challenges for product managers – profit and loss accounts, pricing, and business cases
- ✓ Understanding and using P&L accounts, building convincing business cases
- ✓ Understanding investment appraisal techniques
- ✓ Managing prices

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 10, 2027	May 14, 2027	5 days	4250.00 \$	UAE , Dubai
Aug. 2, 2027	Aug. 6, 2027	5 days	4950.00 \$	England , London
Jan. 11, 2027	Jan. 15, 2027	5 days	4250.00 \$	UAE , Dubai
Dec. 28, 2026	Jan. 1, 2027	5 days	4250.00 \$	UAE , Abu Dhabi

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