

<b>Product Manager Process, Role and Function</b>	Introduction to the Key Process Areas of Product Management, the role and responsibilities of the Product Manager, where this role fits in the organisation and how it interacts with other company departments.
<b>Market Analysis</b>	Market Research process, information sources, customers and competition. Understand the importance of market intelligence for strategic decision-making. Validate product concepts with the market before costly implementation.
<b>Product Strategy</b>	Articulate your product goals and define a winning strategy approach based on real market opportunities.
<b>Positioning</b>	Understand where your product 'fits' in relation to the competition. Understand where the opportunities are to provide unique benefit to your target customer, and articulate this message clearly.
<b>Agenda Day 2 :</b>	<b>(9am—5pm)</b>
<b>Strategic Pricing</b>	Avoid common pricing mistakes by learning how to implement a value-based pricing strategy. Understand the relationship between costs, customers and competition to maximise your profits.
<b>Product Definition</b>	Ensure product specification contains only features/ functionality that customers are willing to pay for. Avoid costly development mistakes by including all relevant stakeholders and their requirements.
<b>Product Planning</b>	Identify clearly your target audience, and efficiently manage your resources, processes and deliverables to ensure product success.
<b>Go-To-Market Planning</b>	Create Product Launch implementation plans that allow you to realise your product strategy.



Participants walk away with practical experience, tools and materials that are directly transferable to real-life enterprises. Participants who achieve 60% or higher in the training assessment of the 2-day Product Management course will receive an **Endorsed Award from the Institute of Leadership and Management, London.**

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## Testimonials:

"I can't recommend this course highly enough! The product definition & positioning exercises will be of great interest to startup companies with brand new products and established companies launching new products." **Niall Keane, IT Industry**

"The Product Innovator course had a big impact on my day to day job, as well as in the more strategic part of the Product Manager role. Not only have I started to truly understand the scope of the Product Manager role, but I managed to initiate positive change in my organisation. This course was resources well invested!" **Harold Perez, IT industry**

"An excellent course with a clear insight into all aspects of Product Management. The course material is practical, concise and well delivered – ideal for all levels of Product Management experience" **Dave Fitzgibbon, IT industry**

"I really enjoyed this course and found Mary an excellent communicator with a deep understanding of Product Management. Applying the exercises to our own products really helped to grasp the theory behind it. Encouraging open discussion allowed for a rare opportunity to gain insight into industry experience from peers. **Adam Dunne, IT industry**

"With Mary's guidance problems are analysed by the group and solutions recommended. Working as a group greatly enriches the experience. I recommend this course as essential." **Carmen Diez Rodriguez, IT industry**