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COURSE	Foundations Implement a proven, practical blueprint for being market-driven and get your entire organization on the same page.	Focus Identify and present the right product strategies to empower your company.	Design Partner with designers to create intuitive, innovative products the market will embrace.	Build Learn how to align product and development to create remarkable products.	Market Build buyer expertise and create strategic product marketing plans that deliver results.	Launch Think strategically about launch and sales enablement to better meet business objectives.	Price Learn how to set the right price for each product in each market.	The Business of Data Science Harness the power of data in your organization and quickly identify and execute profitable data projects.
WHO'S IT FOR	Everyone who has a stake in the product's success in the market	Anyone responsible for product direction and strategy	Product professionals who work with a designer or design team and want to ensure market adoption, improve customer ratings and increase competitive advantage	Everyone who writes, prioritizes, consumes, uses or dreams about requirements and user stories	Anyone responsible for setting go-to-market strategies	Anyone responsible for product launch or sales enablement	Everyone who makes or influences product pricing decisions, those responsible for packaging and segmentation, and those who determine which products to build	Product professionals and business leaders who want to understand how data impacts business, and anyone who works with data professionals
MAJOR TAKEAWAYS	<ul style="list-style-type: none"> Gain a thorough understanding of your market Find and prioritize opportunities Better balance strategic and tactical tasks 	<ul style="list-style-type: none"> Find opportunities with the biggest impact, urgency and potential Get internal buy-in and approval for business plans Articulate how opportunities fit with company strategy 	<ul style="list-style-type: none"> Deepen a shared understanding of target users' problems, goals and experience Reframe market problems to foster product innovation Increase efficiency, lower risk and ensure user adoption through prototyping and feedback loops 	<ul style="list-style-type: none"> Communicate effectively to increase alignment with stakeholders Build highly effective product and development partnerships Articulate and prioritize market problems and plan releases using market data 	<ul style="list-style-type: none"> Align tactical expert's marketing outcomes to broader organizational strategy Gain a thorough understanding of your buyers and how they buy Get funding and support for your marketing efforts Connect marketing plans to the metrics that matter 	<ul style="list-style-type: none"> Identify key launch strategies and build plans to achieve them Align and prepare your organization for launch Empower sales for success with the right tools and training that reduces friction and increases close rates 	<ul style="list-style-type: none"> Determine what your market is willing to pay Develop pricing models that support corporate strategies and empower sales Use segmentation and portfolios to optimize revenue 	<ul style="list-style-type: none"> Understand the principles of data science, machine learning and AI Identify and define the most profitable projects Build data teams and initiatives
KEY DELIVERABLES	<ul style="list-style-type: none"> Positioning Gap analysis Market segmentation Roles & responsibilities Action plans 	<ul style="list-style-type: none"> Business plans Roadmaps Competitive analysis Business proposals KPIs 	<ul style="list-style-type: none"> User personas Experience maps Ideation and evaluation tools Feedback models 	<ul style="list-style-type: none"> Action Plan Stakeholder Communication Template Prioritization Worksheet Market Requirements Table Roles for Effective Product Teams 	<ul style="list-style-type: none"> Marketing Canvas Buyer personas Messaging matrix Marketing programs calendar 	<ul style="list-style-type: none"> Organizational readiness Launch plans Sales enablement Launch strategy assessment 	<ul style="list-style-type: none"> Pricing plans Price segmentation 	<ul style="list-style-type: none"> Data inventory Project prioritization Data team roles

CERTIFICATIONS

Foundations, Focus, Design, Build, Market, Launch, Price, Data (PMC level upgraded with each course certification earned)

CERTIFIED EXPERT BADGES

Product Manager: Foundations, Focus, Design, Build
 Product Marketer: Foundations, Market, Launch, Price
 Product Master: Foundations, Focus, Design, Build, Market, Launch, Price, Data

PUBLIC COURSE PRICING

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