## Product Course Guide

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<tr>
<td>Product Marketing: Foundations, Focus, Build, Market, Launch, Price</td>
<td>Implement a proven, practical blueprint for being market-driven and get your entire organization on the same page.</td>
<td>Everyone who has a stake in the product's success in the market</td>
<td>Gain a thorough understanding of your market, find and prioritize opportunities, and better balance strategic and tactical tasks.</td>
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<tr>
<td>Product Management: Foundations, Focus, Build, Market, Launch, Price</td>
<td>Identify and present the right product strategies to empower your company.</td>
<td>Anyone responsible for product direction and strategy</td>
<td>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.</td>
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<tr>
<td>Product Marketer: Foundations, Focus, Build, Market, Launch, Price</td>
<td>Learn how to align product and development to create remarkable products.</td>
<td>Everyone who writes, prioritizes, consumes, uses, or dreams about requirements and user stories</td>
<td>Improve handoffs between departments, focusing the product team on what needs to be built and development on how to build it. Prioritize requirements and projects using market data. Work together more effectively, regardless of location or methodology.</td>
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<tr>
<td>Product Master: Foundations, Focus, Build, Market, Launch, Price</td>
<td>Build buyer expertise and create strategic product marketing plans that deliver results.</td>
<td>Anyone responsible for product marketing strategies and go-to-market plans</td>
<td>Gain a thorough understanding of your buyers and how they buy. Earn approval and funding for marketing plans. Measure success against metrics that matter.</td>
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<tr>
<td>Product Management: Foundations, Focus, Build, Market, Launch, Price</td>
<td>Think strategically about launch and sales enablement to better meet business objectives.</td>
<td>Anyone responsible for product launch or sales enablement</td>
<td>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.</td>
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<tr>
<td>Product Management: Foundations, Focus, Build, Market, Launch, Price</td>
<td>Learn how to set the right price for each product in each market.</td>
<td>Everyone who makes or influences product pricing decisions, those responsible for packaging and segmentation, and those who determine which products to build</td>
<td>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.</td>
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<tr>
<td>Product Management: Foundations, Focus, Build, Market, Launch, Price</td>
<td>Harness the power of data in your organization and quickly identify and execute profitable data projects.</td>
<td>Product professionals and business leaders who want to understand how data impacts business, and anyone who works with data professionals</td>
<td>Understand the principles of data science, machine learning and AI. Identify and define the most profitable projects. Build data teams and initiatives.</td>
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### CURRICULUM TRACKS

- **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.
- **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.

### KEY DELIVERABLES

- **Foundations**
  - Business plans, Roadmaps, Competitive analysis, Business proposals, KPIs
  - Prioritized project lists, Requirements, User personas, Use scenarios
  - Buyer profiles, Marketing plans, Buyer journey maps, Marketing metrics
  - Organizational readiness, Launch plans, Sales enablement, Launch strategy assessment
  - Pricing plans, Price segmentation

### CERTIFICATIONS

- **Product Management**
  - Foundations: $1195 USD
  - Focus: $1195 USD
  - Build: $1195 USD
  - Market: $1195 USD
  - Launch: $1195 USD
  - Price: $1195 USD
- **Product Marketing**
  - Foundations: $1195 USD
  - Focus: $1195 USD
  - Build: $1195 USD
  - Market: $1195 USD
  - Launch: $1195 USD
  - Price: $1195 USD

### PUBLIC COURSE PRICING

- **Certified Product Manager:** $1195 USD
- **Certified Product Marketer:** $1195 USD
- **Certified Product Master:** $1195 USD

### ADDITIONAL COURSES

- **Additional courses only $995 USD**

For more information call 480.515.1411 or visit pragmaticinstitute.com