

Product Course Guide

COURSE	 <h2>Foundations</h2> <p>Implement a proven, practical blueprint for being market-driven and get your entire organization on the same page.</p>	 <h2>Focus</h2> <p>Identify and present the right product strategies to empower your company.</p>	 <h2>Build</h2> <p>Learn how to align product and development to create remarkable products.</p>	 <h2>Market</h2> <p>Build buyer expertise and create strategic product marketing plans that deliver results.</p>	 <h2>Launch</h2> <p>Think strategically about launch and sales enablement to better meet business objectives.</p>	 <h2>Price</h2> <p>Learn how to set the right price for each product in each market.</p>	 <p>THE BUSINESS OF</p> <h2>Data Science</h2> <p>Harness the power of data in your organization and quickly identify and execute profitable data projects.</p>
WHO'S IT FOR	Everyone who has a stake in the product's success in the market	Anyone responsible for product direction and strategy	Everyone who writes, prioritizes, consumes, uses or dreams about requirements and user stories	Anyone responsible for product marketing strategies and go-to-market plans	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"> 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 	<ul style="list-style-type: none"> Gain a thorough understanding of your buyers and how they buy Earn approval and funding for marketing plans Measure success against 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 Positioning Roles & responsibilities Action plans 	<ul style="list-style-type: none"> Business plans Roadmaps Competitive analysis Business proposals KPIs 	<ul style="list-style-type: none"> Prioritized project lists Requirements User personas Use scenarios 	<ul style="list-style-type: none"> Buyer profiles Marketing plans Buyer journey maps Marketing metrics 	<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

CURRICULUM TRACKS

Product Management: *Foundations, Focus, Build*
 Product Marketing: *Foundations, Market, Launch, Price*

CERTIFICATIONS

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

CERTIFIED EXPERT BADGES

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

PUBLIC COURSE PRICING

Individual course: \$1195 USD
 Additional courses only \$995
 (when purchased at the same time)



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