



Foundations

Total Hours: 7.5

Lecture: 5.0

Group Discussion: 0.5

Breaks: 1.5

Course Exam: 0.5

Course Prerequisite:

None



COURSE DESCRIPTION

This course introduces students to the importance of being market-driven. It emphasizes how to develop an understanding of your market and effectively share that information throughout the organization. Students learn how to become market-driven by exploring concepts such as how to uncover strategic opportunities, define product team roles and responsibilities, prioritize actual vs. desired business goals and how to talk to and observe the market in action. Other topics include: win/loss analysis, distinctive competencies, competitive landscape, innovation, buyer and user personas and positioning.



RATIONALE

The purpose of this 7.5-hour course is to provide students with an overview of the importance of being a market-driven organization. As a foundational course, students will gain their first exposure to the Pragmatic Institute methodology and framework through a lecture and group discussion format. Core concepts include: fundamentals of Pragmatic Institute; finding, identifying and evaluating market segments; positioning; competitive and technology assessment; effective approaches to innovation.



COURSE OBJECTIVES

At the successful completion of this course, each student will be able to:

- 1 Understand the need to be market-driven and how to create a market-driven organization.
- 2 Prepare a gap analysis of core roles, responsibilities and activities' actual vs. desired state.
- 3 Identify and report market problems through qualitative research methodologies including conducting win/loss analysis and market visits.
- 4 Examine an organization's distinctive competencies and technology solutions.
- 5 Perform market definition activities including market segmentation and target market identification.
- 6 Discuss the importance of innovation and techniques that can be used to achieve innovation in the product development process.
- 7 Describe the difference between buyer and user personas and apply this information in the development of effective product positioning.



TEXTBOOK and/or MATERIALS

Student Book: *Foundations* **Author:** *Pragmatic Institute*

Student Supplemental Materials:

- *Pragmatic Framework*
- *Pragmatic Gap Analysis*
- *Example Win/Loss Interview Questions*
- *Interview Matrix Worksheet*
- *Onsite Call Report Template*
- *Product Manager Call Report Example*
- *Segmentation Worksheet*
- *Solution Matrix*
- *Affinity Mapping Example*
- *Positioning Document Template*
- *Positioning Document Examples*
- *Technology Case Study*
- *Action Plan*

TOPICAL UNIT OUTLINE

- I. Fundamentals of Pragmatic Institute**
 - A. Product and marketing team challenges
 - B. Making decisions using a market-driven approach
 - C. Market data sources
 - D. Organizational role and responsibility analysis
- II. Find Market Problems**
 - A. Uncover market problems
 - B. Report market problems
 - C. Buyer and user personas
- III. Identify Opportunities**
 - A. Filter opportunities
 - B. Market segmentation
 - C. Distinctive competencies
 - D. Competitive landscape
 - E. Portfolio alignment
- IV. Positioning**
 - A. Positioning process
 - i. Market problem-centric
 - ii. Persona-specific
 - iii. Industry-specific
- V. Innovate**
 - A. Manage risk
 - B. Balance vision, buying/using criteria and the competition
 - C. Buy, build or partner
 - D. Technology assessment



UNIT OBJECTIVES

I. Fundamentals of Pragmatic Institute

- A. Understand common challenges faced by product and marketing teams
- B. Define a market-driven approach for decision making
- C. Identify and analyze all sources of market data
- D. Assess organizational roles and responsibilities
- E. Perform a gap analysis comparing actual vs. desired performance

II. Find Market Problems

- A. Engage the market to uncover market problems
 - i. Perform and report market observations
 - ii. Perform and report win/loss analysis
- B. Document and report market problems
- C. Understand buyer and user personas

I. Identify Opportunities

- A. Leverage multiple filters to maximize investment opportunities
- B. Understand market segmentation and identify target markets
- C. Identify distinctive competencies
- D. Evaluate competitive landscape
- E. Ensure portfolio alignment with customer impact and depth of investment

II. Positioning

- A. Understand the positioning process and the results it produces
 - i. Develop positioning focused on market problems
 - ii. Cater positioning to specific personas
 - iii. Cater positioning to specific industries

III. Innovate

- A. Learn methods for encouraging innovation while reducing risk
- B. Understand how to balancing vision, buying/using criteria and the competition
- C. Categorize your solutions according to customer impact and depth of investment



COURSE REQUIREMENTS/EVALUATION

Upon successful completion of the course, students will have moved from the knowledge of course materials to cognition and application relative to understanding the importance of being market-driven. Also, students are required to participate in group discussions and successfully complete the certification exam associated with the course.

COURSE OBJECTIVES	ASSESSMENT MEASURES
Understand the need to be market-driven and how to create a market-driven organization.	Class participation, group discussion, course exam.
Prepare a gap analysis of core roles, responsibilities and activities' actual vs. desired state.	Course exam and class participation.
Identify and report on uncovering market problems through qualitative research methodologies.	Class participation, group discussion, course exam.
Examine an organization's distinctive competencies and technology solutions.	Course exam and class participation.
Perform market definition activities including market segmentation and target market identification.	Course exam and class participation.
Know how to critically evaluate buy, build and partner strategies.	Course exam and class participation.
Discuss the importance of innovation and techniques that can be used to achieve innovation in the product development process.	Course exam and class participation.
Describe the difference between buyer and user personas and apply this information in the development of effective product positioning.	Course exam and class participation.