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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 Align your entire organization around the right product and launch strategies.	Price Learn how to set the right price for each product in each market.	Insight Discover new opportunities in the market and drive real results with data.
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 designers 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 influences product pricing decisions, defines packaging and/or determines which products to build	Product professionals who want to harness the potential of their data to discover new insights, drive productive data projects and build confidence and consensus in product decisions
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 marketing programs to broader organizational strategy Gain a thorough understanding of your buyers and how they buy Get funding and support for your product marketing efforts Connect product 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"> Uncover trends and validate behaviors using quantitative data Better partner with data professionals on productive and profitable projects Build a compelling and objective roadmap and prioritization story
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 Buyer journeys Messaging matrix 	<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"> Market sizing Strategic roadmap Market research Stakeholder communication

CERTIFICATIONS

Foundations, Focus, Design, Build, Market, Launch, Price, Insight (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, Insight

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