Find the right courses for you.

**Course**
- **Foundations**: Implement a proven, practical blueprint for being market-driven and get your entire organization on the same page.
- **Insight**: Leverage data to empower product practices and decisions.
- **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.

**Who's It For**
- Everyone who has a stake in the product's success in the market.

**Major Takeaways**
- Gain a thorough understanding of your market
- Find and prioritize opportunities
- Better balance strategic and tactical tasks
- Uncover patterns and validate behaviors using data
- Better partner with data professionals to execute successful and profitable projects
- Translate data projects into compelling narratives with clear recommendations
- 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
- 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
- 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
- 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

**Key Deliverables**
- Positioning
- Gap analysis
- Market segmentation
- Roles & responsibilities
- Action plans
- Action Plan
- Pragmatic Data Insights Model
- Insight Report
- Data Census
- Data Theme Tracker
- Business plans
- Roadmaps
- Competitive analysis
- Business proposals
- KPIs
- User personas
- Experience maps
- Ideation and evaluation tools
- Feedback models
- Action plan
- Stakeholder communication template
- Prioritization worksheet
- Market requirements table
- Roles for Effective product teams
- Marketing Canvas
- Buyer personas
- Messaging matrix
- Marketing programs calendar
- Organizational readiness
- Launch plans
- Sales enablement
- Launch strategy assessment
- Pricing plans
- Price segmentation

**Certifications**
- Foundations, Insight, Focus, Design, Build, Market, Launch, Price

**CERTIFIED EXPERT BADGES**
- Product Manager: Foundations, Focus, Design, Build
- Product Manager: Foundations, Market, Launch, Price
- Product Manager: Foundations, Focus, Design, Build, Market, Launch, Price, Data

**Public Course Pricing**
- Online and On-Demand courses: $1,295 per course
- In-Person courses: $1,495 per course

Discounts available when purchasing multiple courses during the same public event.

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