



# Perxels

# PRODUCT MANAGEMENT

# COURSE

[www.perxels.com](http://www.perxels.com)



# COURSE OUTLINE

- Introduction to Product Management
- Product Thinking
- Understanding Product Lifecycle
- Customer Development: understanding users
- Conducting User Research: creating user personas, writing user stories, user segmentation
- Competitive Market Analysis
- Minimum Viable Product (MVP)
- Product Metrics: Define, track, analyse and measure success
- Product Prioritization: Focus on what is most important



## COURSE OUTLINE

- Product Strategy: Increasing the viability of the product
- Product Roadmapping: Connect your product vision, strategy and development process in line with your metrics
- Product Design and Development: Building the product
- Product Launch: Releasing the product to the marketplace
- Product Growth: Growth hacking the product
- Stakeholder Management: Working effectively with a team
- Get your next PM role: Prepare for the workplace
- Capstone Project: Build a product from discovery to launch



**Become a Product Manager that  
builds products that not only solve  
problems but also delights users,  
while increasing business value and  
helping your organisation thrive.**

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