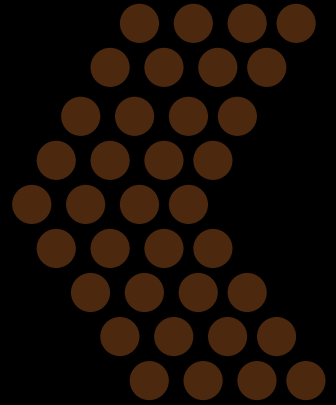# KRUTANIC
A LADDER FOR BRIGHTER FUTURE

PRODUCT ▷▷▷ MANAGEMENT
ADVANCED PROGRAM

We assume you might have some questions..

∨

Why should I choose krutanic?

Why is product management a good option?

How will the product management program will help you achieve your Dream?

Do you know how many job opening's are worldwide?

What are the product management tool you need to master ?

Will I get a certificate to enhance my resume?

How should I enroll for this program?

We genuniely care for your dreams and be a path for your success!

That's why our career focused programs seamlessly combine theory with practices, equipping you with real-world skills for employer's value

Ensuring you're not just ready for the next step but also for the future at large, we offer exclusive modules on leveraging generative AI in your field

Build Portfolio

Learn and perfect your skills - hands on by working on **industry relevant projects** to build a **solid portfolio**

Get Placement Ready

Gain the most In - demand skills to launch **switch, or advance your career** with actionable programs across fields

Community Building

Enjoy the best peer - led learning with tons of events while **networking & building lifelong relationships**

Lead the Market With Product Management Your Path to Business Success

Product Management is your key to mastering the art of creating, developing, and launching successful products. In today's fast-paced market, understanding customer needs, driving innovation, and delivering impactful results is crucial.

With the right skills and knowledge, Product Management can transform your career. It requires a strategic mindset, strong leadership, and the ability to effectively communicate and collaborate across departments. By mastering product lifecycle management, from conception to launch and beyond, you can drive the success of products and create meaningful value for customers.

$256 BILLION
Global Digital Marketing market by 2035...

#6 MOST IN - DEMAND SKILLS

22000+
Job opening's in India

Experience

Career Growth In Product Management With

K KRUTANIC
A LADDER FOR BRIGHTER FUTURE

Career Growth In Product Management

Time

How will the **Product Management** will help you achieve your **Dream?**

1

Online Induction

Meet your tribe, participate in fun yet intense challenges and kick-start your transformative journey.

2

Master the concepts of Product Management

Build a strong foundation in Product Management and learn the strategies used by industry leaders to become a data-driven marekter in 6 months.

3

Build proof of work

Work on industry-relevant assignments, participate in challenging projects to develop a portfolio that showcases your diverse set of skills.

4

Prepare for interviews & land your dream job

Participate in live portfolio review sessions, mock interviews, and get guidance throughout the job application process.

120000+

Job opening's worldwide

Product Management Intern

Associate Product Manager

Product Analyst

Junior Product Manager

Product Coordinator

Product Development Intern

Business Analyst (Product Focus)

Market Research Analyst

Operations Associate

Group Product Manager

Director of Product Management

Head of Product

VP of Product Management

Project Coordinator

Senior Product Manager

Product Management Tools

productboard

ATLASSIAN
Confluence

Aha!

Amplitude

Jira

miro

mixpanel

Figma

airfocus

slack

SurveyMonkey®

Weeks 1-2
Introduction to Product Management

Learn the fundamentals of product management, including the role of a product manager, the product lifecycle, and understanding customer needs.

✦ Role and Responsibilities of a Product Manager

✦ Product Lifecycle Management

✦ Understanding Customer Needs and Market Research

✦ Key Metrics in Product Management

LEARNING OUTCOME

Develop a strong foundation in product management concepts, understanding the product lifecycle, and identifying customer pain points.

Weeks 3-4
Market Research and Competitive Analysis

Understand market dynamics and learn how to analyze competitors to create a compelling product strategy.

✦ Conducting Market Research

✦ Analyzing Competitive Landscapes

✦ Identifying Market Trends and Opportunities

✦ SWOT Analysis for Product Strategy

LEARNING OUTCOME

Gain expertise in conducting market research and competitive analysis to support informed product decisions.

Weeks 5-6
Product Vision and Strategy

Develop a clear product vision aligned with business goals and learn strategic frameworks to achieve product success.

✦   Defining a Product Vision

✦   Goal-Setting with OKRs (Objectives and Key Results)

✦   Roadmapping and Prioritization

✦   Frameworks: SWOT, Porter's Five Forces

LEARNING OUTCOME

Create a product vision and strategy that aligns with organizational objectives and customer needs.

Weeks 7-8

Agile Methodologies for Product Development

Master Agile methodologies to effectively manage product development and cross-functional teams.

- ✦ Agile Principles and Practices

- ✦ Scrum and Kanban Frameworks

- ✦ Writing User Stories and Backlog Grooming

- ✦ Sprint Planning and Retrospectives

LEARNING OUTCOME

Implement Agile methodologies to manage product development efficiently and deliver customer-centric solutions.

Weeks 9-10
Product Design and User Experience

Learn the principles of product design and UX to create intuitive and user-friendly products.

- ✦ Design Thinking Process

- ✦ Wireframing and Prototyping

- ✦ User Research and Usability Testing

- ✦ UX Metrics and Feedback Loops

LEARNING OUTCOME

Design products that provide an exceptional user experience, integrating feedback from usability testing.

Weeks 11-12
Data-Driven Decision Making

Learn how to leverage data for product decision-making, including analytics and metrics tracking.

- ✦ Product Analytics Tools (Google Analytics, Mixpanel)
- ✦ Key Performance Indicators (KPIs)
- ✦ A/B Testing and Experimentation
- ✦ Data Visualization for Insights

LEARNING OUTCOME

Use data effectively to make informed product decisions, measure performance, and validate hypotheses.

Weeks 13-14
Pricing and Monetization Strategies

Explore various pricing models and revenue strategies to maximize product profitability.

- ✦ Pricing Strategies: Freemium, Subscription, Tiered Pricing

- ✦ Revenue Models: SaaS, Pay-Per-Use, Licensing

- ✦ Price Sensitivity and Elasticity Analysis

- ✦ Monetization Metrics and Goals

LEARNING OUTCOME

Develop effective pricing and monetization strategies to achieve financial objectives for your product.

Weeks 15-16
Stakeholder Management and Communication

Master the art of managing stakeholders and effective communication to align cross-functional teams.

- ✦ Stakeholder Identification and Mapping

- ✦ Effective Communication Strategies

- ✦ Conflict Resolution Techniques

- ✦ Building Consensus Across Teams

LEARNING OUTCOME

Build strong relationships with stakeholders and facilitate clear, effective communication to drive product success.

Weeks 17-18
Product Launch and Go-to-Market Strategies

Learn how to plan and execute successful product launches with comprehensive GTM strategies.

- Launch Planning and Execution

- Positioning and Messaging

- Marketing Channels and Campaigns

- Measuring Launch Success

LEARNING OUTCOME

Successfully plan and execute product launches with impactful go-to-market strategies.

Weeks 19-20

Products at Scale

Understand how to manage and scale products effectively as they grow and mature.

- ✦ Scaling Product Operations

- ✦ Managing Product Portfolios

- ✦ Continuous Improvement Practices

- ✦ Dealing with Technical Debt

LEARNING OUTCOME

Manage and scale products effectively, balancing growth with operational efficiency.

Weeks 21-22

Emerging Trends in Product Management

Stay ahead of the curve by learning about emerging trends and technologies shaping the product management landscape.

✦ AI and Machine Learning in Product Management

✦ Product-Led Growth Strategies

✦ Sustainability and ESG in Product Development

✦ No-Code/Low-Code Product Tools

LEARNING OUTCOME

Stay updated with emerging trends and integrate innovative practices into your product management toolkit.

Weeks 23-24

Capstone Project and Career Preparation

Apply all learning in a capstone project and prepare for career opportunities in product management.

- ✦ Capstone Project: End-to-End Product Management Case
- ✦ Resume Building and Portfolio Development
- ✦ Mock Interviews and Networking Tips
- ✦ Job Search and Career Guidance

LEARNING OUTCOME

Complete a comprehensive project to showcase your skills and prepare for career success in product management.

Upon completing the Product Management Advanced Program, you'll e
a certificate, highlighting your skills and expertise.

Showcase your new abilities and build a stronger professional portfolio..

CERTIFICATE
OF COMPLETION

KRUTANIC

Proudly presented to

name

For demonstrating practical knowledge and skills essential for success by successfully completing the **Advanced Program.**

N·S·D·C
National Skill Development

Shrikant Rathod
Executive Director

All Product Management Concepts, Strategies, Assignments, Tools & Community Events At One Affordable Price

71,999+ GST   24 weeks | 60 Seats per cohort

- ✦ Access to an Exclusive Community of Top Marketers and Industry Professionals.
- ✦ One-Year Access to Comprehensive Course Materials, Including Pre-reads and Training Resources.
- ✦ Exclusive Invitations to Physical Events, Networking Meetups, and Workshops.
- ✦ Personalized Guidance from Guest Mentors with Experience in Leading Startups.
- ✦ Real-World Insights and Strategies to Accelerate Your Marketing Career.

I'm all in! How should I sign up?

READY TO TAKE CHARGE OF YOUR CAREER?

Take you first steps towards a rewarding career in Product Management by filling out application form

Fill out the application form

Application review by experts

Selected candidate will recive an offer

FINALLY PROGRAM KICK OFF & ONBOARDING

Apply now

Got more question for us? Feel free to reach out to us at www.krutanic.com

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