

PRODUCT MANAGEMENT COURSE OUTLINE

Module 1: Understanding Product Management

1.1. What is Product Management?

- Definition and role in a company
- Key responsibilities of a Product Manager
- Historical perspective on Product Management

1.2. Importance of Product Management

- How effective Product Management can drive business success
- Common challenges without proper Product Management

Module 2: Product Lifecycle

2.1. Product Lifecycle Stages

- Introduction, growth, maturity, and decline
- Role of a Product Manager in each stage

2.2. New Product Development

- Idea generation, validation, and concept development
- Creating a product roadmap

Module 3: Market Research and Customer Understanding

3.1. Customer-Centric Approach

- Understanding customer needs, wants, and pain points
- Conducting market research and competitor analysis

3.2. User Personas and Customer Journey Mapping

- Creating user personas

- Mapping the customer journey

Module 4: Product Strategy

4.1. Defining a Product Vision

- Crafting a clear product vision statement
- Aligning the product vision with company goals

4.2. Setting Product Goals and Metrics

- SMART goal setting
- Key performance indicators (KPIs) for measuring success

Module 5: Product Development and Agile Methodology

5.1. Agile Principles

- Introduction to Agile and Scrum
- Agile roles and ceremonies

5.2. Cross-Functional Collaboration

- Working with development, design, and other teams
- Ensuring effective communication and collaboration

Module 6: Product Roadmapping and Prioritization

6.1. Creating a Product Roadmap

- Roadmap vs. release plan
- Long-term vs. short-term goals

6.2. Prioritization Techniques

- MoSCoW method, Kano model, and more
- Balancing customer needs with business priorities

Module 7: Product Launch and Go-to-Market Strategy

7.1. Launch Planning

- Building anticipation and excitement
- Crafting a successful launch plan

7.2. Go-to-Market (GTM) Strategy

- Segmentation, targeting, and positioning (STP)
- Marketing and sales strategies

Note:

Students will be given assignments occasional

Necessary videos and pdfs will be provided to guide them.

At the end of the course, each student will be required to build three projects.