



PRODUCT MANAGEMENT

COURSE
CONTENT



www.refermegroup.com
training@refermegroup.com
+91-7678573511

TABLE OF CONTENTS

About Us	3
Understand Product Manager	4
Course Content	5
Rise to Roar	12
Add-On Benefits	13
Our Network	14



ABOUT US

For over 10 years, we've been growing from scratch and today we are on a mission to help the community with our dedication and honesty. Our mission is to provide best knowledge at affordable fee with great quality.

We believe that everyone deserves best and money should not be barrier in learning.



- Ø Affiliation with multiple Certification Board**
- Ø Registered (see Logo)**
- Ø 10+ Years old Edu-Tech Institution**
- Ø Served/Serving 10+ Corporates**
- Ø Trained Professionals from 20+ Countries**
- Ø 510+ Professionals Trained as Business Analysts**
- Ø 350+ Professionals Trained in AWS + DevOps**
- Ø 400+ Agile Certified Professionals**
- Ø 4.8 Rating by 740+ Professionals on Google**
- Ø 2500+ Professionals Trained in Automation**
- Ø 2,800+ (99.8%) Passed ISTQB Professionals**
- Ø 5,800+ Professionals Trained**
- Ø 11,000+ Hours of Training**
- Ø 1,80,000+ Professionals Network**

UNDERSTAND PRODUCT MANAGER



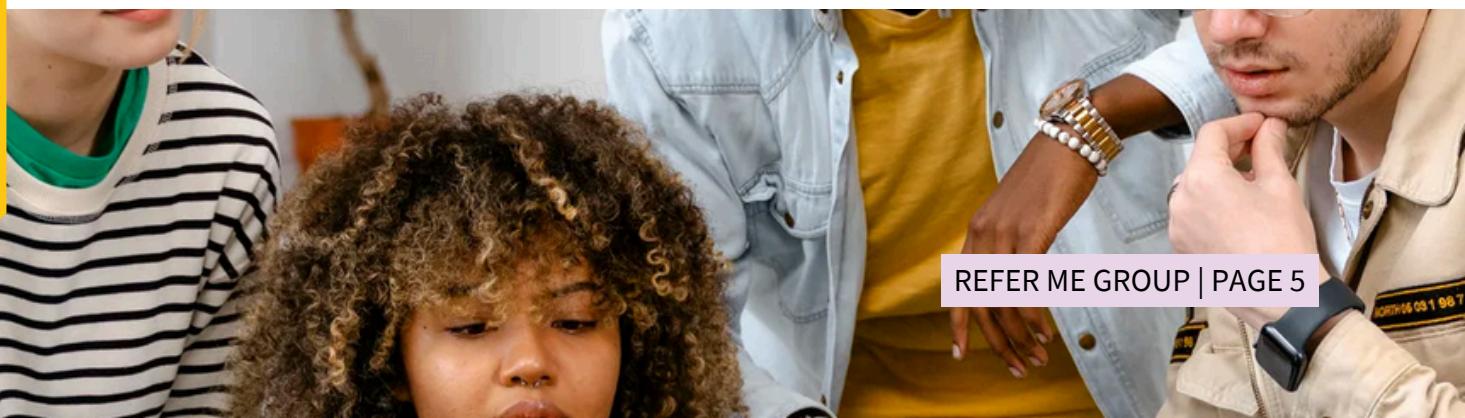
COURSE CONTENT

Module 1 : Introduction to Product Management

- **Overview of Product Management**
 - Role of a Product Manager (PM) in various industries
 - Key skills and traits of successful PMs
- **Product Life Cycle**
 - Stages of a product: Ideation, Development, Growth, Maturity, Decline
 - Examples of products at different life cycle stages
- **Stakeholder Management**
 - Working with cross-functional teams: Engineering, Design, Marketing, and Sales
 - Managing expectations and communication strategies
- **Career Path in Product Management**
 - Different PM roles: Technical PM, Growth PM, etc.
 - Career progression and opportunities

Module 2 : Understanding Market and User Needs

- **Market Research Techniques**
 - Conducting primary and secondary research
 - Competitive analysis and market trends
- **Customer Persona Development**
 - Identifying target users
 - Creating personas and understanding user behavior
- **Problem Identification and Validation**
 - Problem discovery frameworks (e.g., Jobs-To-Be-Done)
 - Validating the problem with data
- **User Journey Mapping**
 - Tools and techniques to map user journeys
 - Identifying pain points and opportunities



COURSE CONTENT

Module 3 : Strategy and Roadmap Development

- **Vision and Mission Statements**
 - Defining product vision and aligning with business goals
 - Real-world examples
- **Goal Setting and KPIs**
 - SMART goals for product teams
 - Key performance indicators (KPIs) for product success
- **Creating a Product Roadmap**
 - Tools for roadmap creation (e.g., Jira, Trello, Aha!)
 - Prioritization techniques (MoSCoW, RICE, Kano)
- **Communicating the Roadmap**
 - Presentation strategies for different audiences
 - Handling feedback and iterations

Module 4 : Agile Product Development

- **Agile Methodologies**
 - Introduction to Scrum and Kanban
 - Sprint planning, backlog grooming, and daily standups
- **User Story Writing**
 - Creating actionable user stories and acceptance criteria
 - Best practices for writing clear user stories
- **Collaborating with Engineering and Design Teams**
 - Effective communication and conflict resolution
 - Design thinking basics
- **Product Prototyping**
 - Tools for prototyping (e.g., Figma, Adobe XD, InVision)
 - Conducting usability testing and gathering feedback

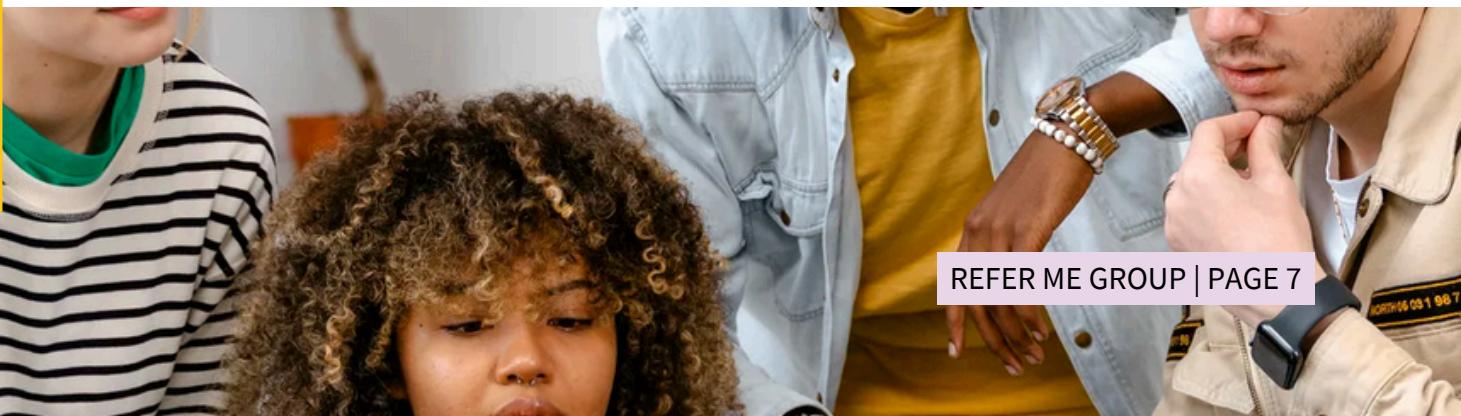
COURSE CONTENT

Module 5 : Launching and Marketing Products

- **Go-to-Market Strategy**
 - Components of a GTM strategy
 - Channels and marketing tactics
- **Launching the Product**
 - Creating a launch checklist
 - Metrics to track during the launch
- **Post-Launch Monitoring**
 - Collecting user feedback and analyzing reviews
 - Iterating on the product post-launch
- **Product Marketing**
 - Positioning and messaging
 - Working with sales and marketing teams

Module 6 : Data-Driven Decision Making

- **Understanding Metrics and Analytics**
 - Key metrics: DAU, MAU, NPS, Churn, etc.
 - Introduction to tools (e.g., Google Analytics, Mixpanel)
- **Experimentation and A/B Testing**
 - Designing experiments to validate hypotheses
 - Interpreting results
- **Data Visualization**
 - Tools like Tableau and Power BI
 - Best practices for visual storytelling
- **Leveraging User Feedback**
 - Surveys, interviews, and focus groups
 - Incorporating feedback into the product roadmap



COURSE CONTENT

Module 7 : Leadership and Team Management

- **Building and Managing Teams**
 - Hiring and onboarding practices
 - Motivating and retaining top talent
- **Conflict Resolution**
 - Strategies for managing disagreements
 - Handling difficult conversations
- **Leadership Skills for PMs**
 - Decision-making frameworks
 - Developing influence and credibility

Module 8: Capstone Project and Case Studies

- **Capstone Project**
 - Group or individual projects simulating real-world PM scenarios
 - Presentation of findings and recommendations
- **Case Studies**
 - Analysis of successful and failed products
 - Lessons learned and actionable takeaways

Module 9: Certification and Next Steps

- **Certification Exam/Assessment**
 - Multiple-choice test or project evaluation
- **Career Guidance and Resources**
 - Networking tips and PM communities
 - Recommended books, courses, and tools

COURSE CONTENT

Product Management Interview Preparation Outline

Module 1 : Overview of Product Management Interviews

- **Understanding the Interview Process**
 - Types of interviews: Behavioral, Technical, Case Study, Product Sense
 - Key skills evaluated: Strategy, execution, communication, and leadership
- **Insights from PM Roles**
 - Differences in PM roles across companies (e.g., FAANG vs startups)
 - Expectations for junior vs senior PM roles

Module 2 : Behavioral and Leadership Questions

- **Behavioral Frameworks**
 - STAR Method for structuring answers (Situation, Task, Action, Result)
 - Key themes: Conflict resolution, teamwork, leadership, and failures
 - Sample Questions:
 - "Tell me about a time you managed cross-functional teams."
 - "How did you handle a project that failed?"
- **Practicing Responses**
 - Mock interview scenarios
 - Receiving feedback and refining answers

Module 3: Product Design and Sense

- **Understanding Product Design Questions**
 - What interviewers look for: Creativity, user focus, and structured thinking
 - Example Question: "Design a product for travelers stuck at airports."
- **Frameworks for Answering Product Design Questions**
 - CIRCLES Framework: Comprehend, Identify, Report, Cut, List, Evaluate, Summarize
 - Example walkthrough using real-world scenarios

COURSE CONTENT

Module 3: Product Design and Sense

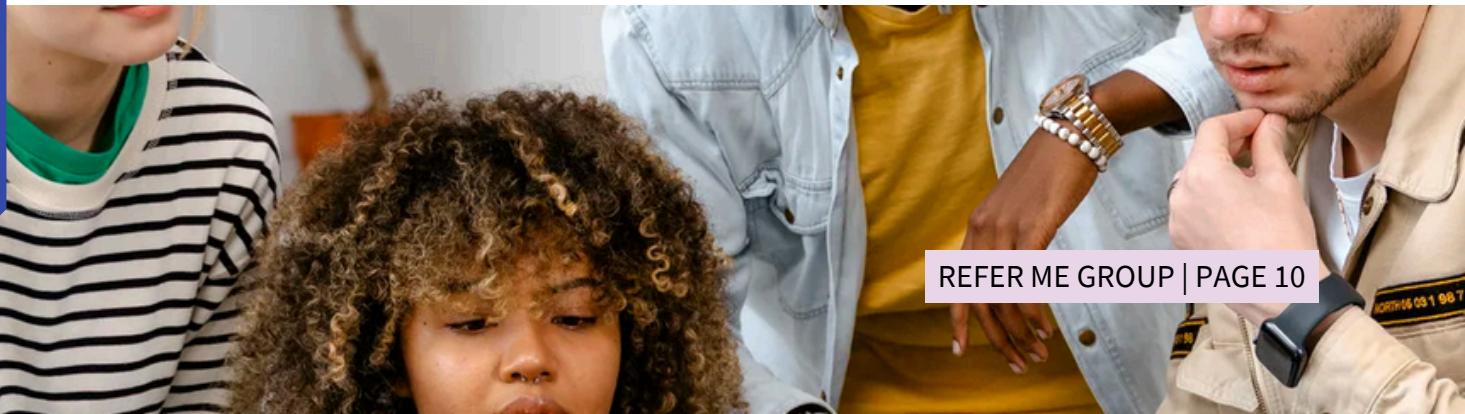
- Practicing Product Design
 - Role-play exercises with feedback

Module 4 : Strategy and Execution Questions

- **Strategy Questions**
 - Identifying market opportunities and defining product vision
 - Example Questions:
 - "How would you decide to launch a product in a new market?"
 - "What metrics would you track to ensure the product's success?"
- **Execution Questions**
 - Discussing roadmap planning, prioritization, and trade-offs
 - Example Questions:
 - "How would you prioritize features for a product MVP?"
 - "What's your approach to managing engineering delays?"

Module 5 : Metrics and Analytics

- Key Product Metrics
 - DAU, MAU, Churn Rate, LTV, CAC, NPS, etc.
 - Metrics by product type: SaaS, e-commerce, mobile apps
- Case-Based Metrics Questions
 - "How would you measure the success of a new feature launch?"
 - "What metrics would indicate if a product is failing?"



COURSE CONTENT

Module 6 : Estimation and Guesstimation

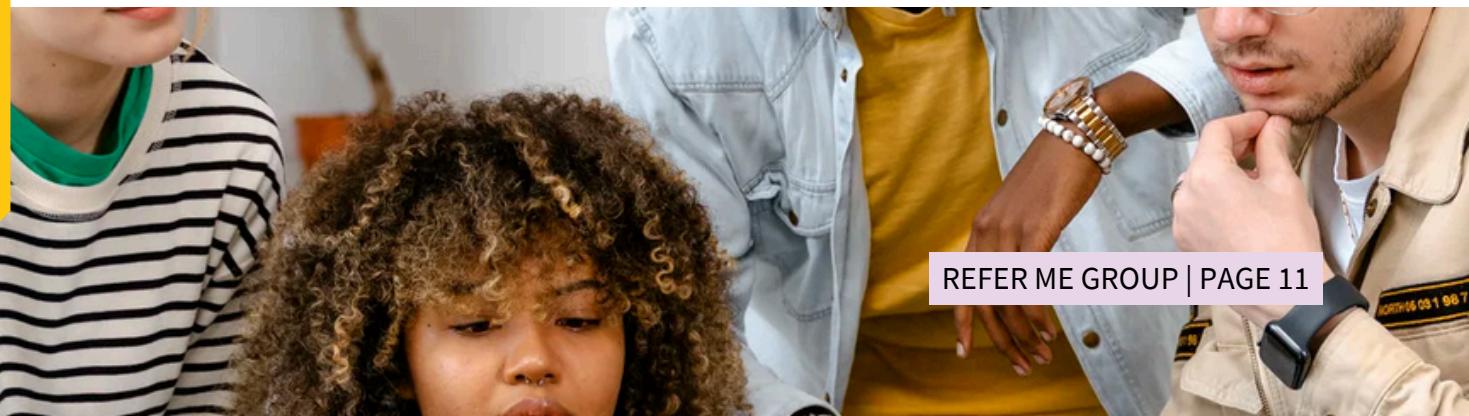
- **Approaching Estimation Questions**
 - Breaking down problems into smaller parts
 - Example Question: "How many smartphones are sold in the US annually?"
- **Practice Scenarios**
 - Real-time practice with peer or facilitator feedback

Module 7 : Case Studies and Mock Interviews

- **Working Through Case Studies**
 - Analyzing a real-world product scenario
 - Frameworks for structured responses (e.g., SWOT, 4Ps, Porter's Five Forces)
- **Mock Interviews**
 - Simulated interviews covering all topics
 - Feedback on strengths and areas for improvement

Module 8 : Final Tips and Preparation Strategy

- **Common Mistakes to Avoid**
 - Rambling, overcomplicating, or missing the "why" behind decisions
- **Building a Personal Preparation Plan**
 - Tailoring practice to target companies
 - Leveraging resources: Books, blogs, and communities



RISE TO ROAR

150+ SM/PM TRANSFORMATION

200+ OTHER TOOLS/TECHNOLOGIES

350+ PROFESSIONALS TRAINED IN AWS + DEVOPS

400+ AGILE CERTIFIED PROFESSIONALS

510+ BUSINESS ANALYST TRANSFORMATION SUCCESS STORIES

2500+ AUTOMATION TRANSFORMATION SUCCESS STORIES

2800+ (99.8%) PASSED ISTQB PROFESSIONALS

You can also roar





ADD-ON BENEFITS

TRAINING WHATSAPP GROUP

PERSONAL MENTORSHIP

SUPPORT AFTER TRAINING COMPLETION

DEDICATED STAFF DURING TRAINING PROGRAM

LIFE TIME CLASSROOM RECORDED SESSIONS

RESUME PREPARATION

LINKEDIN PROFILE UPDATE

PREMIUM JOB GROUP

Add-On Benefits

OUR NETWORK

10 MILLION+ IMPRESSION ON LINKEDIN

1,20,00+ LINKEDIN CONNECTIONS

12000+ FOLLOWERS ON FACEBOOK PAGE

11000+ PROFESSIONALS ON TELEGRAM JOB GROUPS

15000+ PROFESSIONALS ON WHATSAPP JOB GROUPS

10000+ PROFESSIONALS ON LINKEDIN JOB GROUPS

3500+ FOLLOWERS ON LINKEDIN PAGE





**CONTACT US
FOR FURTHER
INQUIRIES**



**www.refermegroup.com
training@refermegroup.com
+91-7678573511**