

Technical Product Management

Course content:

MODULE 1: Introduction to Product Management

- What is a Product?
- What is Product Management?
- Product Lifecycle
- Types of Product Management

MODULE 2: Market Research & Analysis

- Qualitative Research
- Quantitative Research
- Surveys and Interviews
- Value Proposition Design
- Strategic Planning, Competitor Analysis and Market Model

MODULE 3: Product Ideation & Validation

- Idea Generation
- Feasibility Analysis
- Product Market Fit
- Personas
- User Stories
- User Journey Maps

MODULE 4: Prototyping

- Prototype Development
- Prototype Testing
- Wireframing
- Usability Testing

MODULE 5: Design Process

- Design Thinking (Principles, Mindset & Tools)
- Introduction to User Experience
- Feedback and Critiques

MODULE 6: Product Development

- Agile Product Development
- Lean Product Development
- SCRUM Framework

MODULE 7: Branding & its Impact on Product

- Brand Essence and its Importance
- Brand Values and their Need
- Translating your Brand into a Positioning Statement
- Brand Architecture - Why is it Necessary?

- Different Models of Brand Architecture
- How to Develop Brand Architecture?
- Brand Equity and its Relevance
- Branded House and House of Brands
- Developing and Managing a Brand Portfolio

MODULE 08: Pricing and Monetisation

- Pricing Model
- Product Costing
- Pricing Strategy

MODULE 09: Go-To-Market Strategy

- Segmentation | Target | Positioning
- Sales Forecasting

MODULE 10: Digital Marketing

- Why Digital Marketing is important -
- changing Media habits
- Digital Marketing Framework - Salience,
- Authority, Engagement, Advocacy
- Enhancing Organic Visibility (SEO)
- Paid Search Marketing (Google Ads)
- Content Marketing
- Social Media Marketing (Facebook,
- Instagram, Twitter, LinkedIn)
- Email Marketing (Mailchimp)

MODULE 11: Product Road Mapping & Prioritisation

- Product Road mapping
- Feature Prioritisation
- Prioritisation using RICE

MODULE 12: Analytics for Product Management

- Analytics for Customer Research
- Data Visualisation and Storytelling
- Regression and Clustering
- Text Mining Foundations
- Social Media Analytics