

BCS Practitioner Certificate in Digital Product Management

1. EFFECTIVE STAKEHOLDER MANAGEMENT AND COMMUNICATION TECHNIQUES

Describe the role of the Product Manager.

Identify stakeholder categories using the stakeholder wheel.

Apply effective methods to communicate with stakeholders at various levels.

Apply the power/interest grid to categorise stakeholders.

Choose an appropriate stakeholder management strategy

Explain the importance and methods of gaining stakeholder buy-in

Apply problem solving techniques.

2. ANALYSE THE INTERNAL AND EXTERNAL ENVIRONMENT AND UNDERTAKE

MARKET ANALYSIS

Analyse the business environment using an appropriate framework.

Explain the importance of alignment between commercial considerations and overarching business strategy.

Explain how the organisation's IT environment supports product development, delivery and marketing activities.

Apply legal requirements, legislation and organisational guidelines relevant to digital product development.

Prepare an analysis using Porter's value chain.

Apply customer research methodologies taking into account the diversity of the target market.

Analyse the market to determine its size.

Prepare and monitor budgets to manage costs and maximise revenue

Apply data analysis to evaluate research findings

3. THE PRODUCT DELIVERY LIFECYCLE

Create a product roadmap.

Explain the purpose of a vision for the product and the organisation.

Create and apply personas to inform decision making

Analyse the stages of the product delivery lifecycle.

Describe the concept of pivoting.

Apply risk management techniques throughout the product delivery lifecycle

Apply appropriate quality assurance and quality control methods

Choose appropriate testing methods to evaluate compliance with product requirements.

Analyse metrics to monitor product performance

4. PRODUCT DEVELOPMENT TECHNIQUES

Apply prioritisation techniques.

Apply product development techniques.

Create business cases, user stories and use cases.

Explain the concept of minimum viable product

Describe various prototyping approaches

Explain what sustainable product development is

Describe the key features of different coding languages and use terminology associated with coding

5. METHODS AND TECHNIQUES OF MARKETING

Analyse the different types of user acquisition models

Describe concepts used to promote a product into the market.

Describe digital marketing techniques.

Describe the advantages and disadvantages of various advertising methods.