

BCS Practitioner Certificate in Digital Product Management

Duration: 24 Hours (3 Days)

Overview

The BCS Practitioner Certificate in Digital Product Management course is designed to equip learners with a comprehensive understanding of managing digital products from conception to delivery. This certification focuses on imparting practical skills that are crucial for product managers in today's digital landscape. Module 1 lays the foundation with a focus on Effective Stakeholder Management and Communication Techniques, ensuring that learners can effectively identify and interact with stakeholders, using tools such as the Stakeholder wheel and the Power/interest grid to develop tailored strategies for gaining buy-in and addressing concerns. Module 2 delves into Analysing the Internal and External Environment and Undertaking Market Analysis, teaching learners to align business strategies with market conditions, apply legal requirements, and utilize analytical tools like Porter's value chain for in-depth market insights. By the time learners reach Module 3, they explore the Product Delivery Lifecycle, learning to create Roadmaps, apply Personas, manage risks, and analyze Product metrics for ongoing improvement. Module 4 hones in on Product Development Techniques, where learners are taught prioritization, business case development, and the creation of Minimum viable products, aligning with the principles of sustainable product development. Finally, Module 5 covers the Methods and Techniques of Marketing, exploring User acquisition models, digital marketing strategies, and the effectiveness of various advertising methods. This course is ideal for professionals aiming to excel in digital product management, providing them with a toolkit to make data-driven decisions, manage product lifecycles, and market products effectively in a competitive digital ecosystem.

Audience Profile

The BCS Practitioner Certificate in Digital Product Management course equips current and aspiring product managers with essential skills for managing digital products effectively. Target audience for the course includes:

- Current Product Managers seeking to enhance their skills
- Aspiring Product Managers aiming to enter the field
- Project Managers looking to transition to product management
- Business Analysts interested in product strategy and development
- UX/UI Designers involved in product lifecycle and decision-making
- Marketing Professionals responsible for promoting digital products
- IT Professionals wanting to understand product management principles
- Entrepreneurs and Startup Founders managing digital products or services
- Digital Strategists planning and overseeing Product Development
- Software Developers and Engineers aspiring for managerial roles
- Quality Assurance Specialists aiming to understand product delivery better
- Business Development Managers involved in product lifecycle management
- Product Owners looking to deepen their stakeholder management skills
- Scrum Masters seeking to enhance their understanding of product management

Course Syllabus

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

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.