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Product Management University On-Demand Course Modules & Descriptions

<p>Introduction to B2B Best Practices</p>	<p>Learn the difference between a <i>customer problem</i> and a <i>customer goal</i> approach to product management, product marketing and sales enablement for B2B that serves as the foundation for all online training modules.</p> <p><i>Pre-requisite for All Mother Modules</i></p>
<div style="display: flex; align-items: center; justify-content: space-between;"> <div data-bbox="228 604 334 709"> </div> <div data-bbox="370 646 873 680"> <p>Markets & Customer Goals Modules</p> </div> <div data-bbox="935 604 1334 701"> <div style="display: flex; align-items: center; gap: 10px;"> <div style="background-color: #004a99; color: white; padding: 5px 10px; border-radius: 5px;">Target Markets</div> <div style="background-color: #004a99; color: white; padding: 5px 10px; border-radius: 5px;">Target Customer Goals</div> </div> </div> </div>	
<p><i>Lesson 1</i></p> <p>Who Are Our Target Customers?</p>	<p>Vertical and horizontal market segmentation.</p> <p><i>Pre-requisite for All Mother Modules</i></p>
<p><i>Lesson 2</i></p> <p>What Do They Do?</p>	<p>Personas by business function and job role. Learn how to make departments better at their function. Learn how to make individuals better at their job.</p> <p><i>Pre-requisite for All Mother Modules</i></p>
<p><i>Lesson 3</i></p> <p>Target Customer Goals</p>	<p>Top-down business requirements from the C-suite to the users in the trenches. WHAT goals are most important to the target customer, WHY and WHAT's stopping them?</p> <p><i>Pre-requisite for All Mother Modules</i></p>
<p><i>Lesson 4</i></p> <p>Who Are Our Competitors?</p>	<p>Situational competitive analysis by organization, business solution and user scenario.</p> <p><i>Advanced Skills</i></p>
<p><i>Lesson 5</i></p> <p>What Are the Strengths & Weaknesses of Our Portfolio?</p>	<p>Quantitative and qualitative portfolio analysis by market segment. Learn how to play to your strengths.</p> <p><i>Advanced Skills</i></p>

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 Opportunities & Priorities Modules   	
<p>Lesson 6</p> <ul style="list-style-type: none"> Identify Short-Term Revenue Opportunities Identify Longer-Term Growth Opportunities 	<p>Create your candidate lists for top product investments (longer-term growth) and top marketing and sales programs (near-term revenue).</p>
<p>Lesson 7</p> <ul style="list-style-type: none"> Quantify & Compare Opportunities Prioritize Opportunities 	<p>Quantify the value of each candidate and make priority decisions on product investments and marketing/ sales investments. Eliminate competing priorities.</p>
<p>Lesson 8</p> <ul style="list-style-type: none"> Update Portfolio Roadmap Update Product Roadmaps 	<p>Create a strategic portfolio roadmap that drives all tactical product roadmaps (the destination). <i>Advanced Skills</i></p> <p>Create use case-based product roadmaps (turn-by-turn directions).</p>
<p>Lesson 9</p> <p>Update Marketing Roadmap</p>	<p>Define the markets and solutions that will drive short-term revenue. Generate more revenue from existing solutions. <i>Advanced Skills</i></p>
<p>Lesson 10</p> <p>Update Market Positioning</p>	<p>Create positioning that articulates the strategic value of your organization and the operational value of your business solutions, in conversational customer vocabulary. <i>Advanced Skills</i></p>



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 Build & Deliver Modules  Market & Sell Modules  Present & Demo Modules		
<p><i>Lesson 11</i> Build & Deliver</p>	<p>10 best practices that simplify execution between product management, engineering/development and rollout/launch teams.</p>	
<p><i>Lesson 12</i> Update Solution Positioning</p>	<p>Create user scenario-based positioning for your products that leads with WHAT & WHY value and ends with technical features as proof points.</p>	
<p><i>Lesson 13</i></p> <ul style="list-style-type: none"> Update Marketing Materials Deliver Sales Enablement Tools Execute Marketing Programs 	<p>Repurpose content from <i>Markets & Customer Goals</i> modules to create marketing materials, sales tools and marketing program content in conversational customer vocabulary.</p>	
 Product Management & Marketing Certification	<p>A 2-hour online certification exam. Complete all 13 Lessons to prepare for the Proficientz Certification Exam. Want more preparation? Get our Product Management Best Practices Book.</p>	

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Choose the Modules For Your Learning Objective

Markets & Customer Goals Course Modules	Basic Product Management	Advanced Product Portfolio Management	Basic Product Marketing & Sales Enablement	Advanced Product Portfolio Marketing & Sales Enablement
Target Markets: 4 Modules 				
Who Are Our Target Customers?	X	X	X	X
What Do They Do?	X	X	X	X
Who Are Our Competitors?	<i>Product Section Only</i>	X	<i>Product Section Only</i>	X
What Are the Strengths & Weaknesses of Our Portfolio?		X		X
Target Customer Goals: 1 Module 				
What Are They Trying to Accomplish? + Why Are Those Goals Important? + What's Stopping Them & Why? + What Are They Doing About It?	X	X	X	X

Opportunities & Priorities Course Modules	Basic Product Management	Advanced Product Portfolio Management	Basic Product Marketing & Sales Enablement	Advanced Product Portfolio Marketing & Sales Enablement
Market Opportunities: 2 Modules 				
Identify Short-Term Revenue Opportunities + Identify Longer-Term Growth Opportunities	X	X	X	X
Quantify & Compare Opportunities + Prioritize Opportunities	X	X	X	X
Strategic Priorities: 3 Modules 				
Update Portfolio Roadmap + Update Product Roadmaps	X	X		
Update Marketing Roadmap			X	X
Update Market Positioning				X

Build & Deliver/Market & Sell Course Modules	Basic Product Management	Advanced Product Portfolio Management	Basic Product Marketing & Sales Enablement	Advanced Product Portfolio Marketing & Sales Enablement
Build & Deliver: 1 Module  <ul style="list-style-type: none"> Plan Product Releases & Sprints <li style="text-align: center;">+ Design/Validate/Build/Test <li style="text-align: center;">+ Verify Market Readiness <li style="text-align: center;">+ Deliver Solutions 	X	X		
Market & Sell: 2 Modules 				
Update Solution Positioning			X	X
<ul style="list-style-type: none"> Update Marketing Materials <li style="text-align: center;">+ Deliver Sales Enablement Tools <li style="text-align: center;">+ Execute Marketing Programs 			X	X
Product Management & Marketing Certification	Complete all 13 Lessons to prepare for the Proficientz Certification Exam. Want more preparation? Get our Product Management Best Practices Book .			