Digital Product Management: Modern Fundamentals

Description

Not so long ago, the job of product manager was about assessing market data, creating requirements, and managing the hand-off to sales/marketing. Maybe you'd talk to a customer somewhere in there and they'd tell you what features they wanted. But companies that manage product that way are dying. Being a product person today is a new game, and product managers are at the center of it. Today, particularly if your product is mostly digital, you might update it several times a day. Massive troves of data are available for making decisions and, at the same time, deep insights into customer motivation and experience are more important than ever.

The job of the modern product manager is to charter a direction and create a successful working environment for all the actors involved in product success. It's not a simple job or an easy job, but it is a meaningful job where you'll be learning all the time. This course will help you along your learning journey and prepare you with the skills and perspective you need to: Create the actionable focus to successfully manage your product. Focus your work using modern product management methods . Manage new products and explore new product ideas. Manage and amplify existing products.

This course is ideal for current product or general managers interested in today's modern product management methods.

Audience

This course is designed for anyone interested in becoming a product manager, including current project or product managers who want to learn modern fundamentals.

Outline

What is strategy?

Different marketing strategy examples / methods

Market and competitor analysis methods

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What are the goals of marketing?

Understanding consumer expectations

Identifying the target audience

Creation and testing of product concept

Differences of Digital Product Management

MVP

Project Management (Scrum/Kanban/Scrumban)

Agile Project Management / Scrum

Product launch, marketing support and product performance tracking

Preparation of the communication campaign

Prerequisites

There are no prerequisites for this course.