BLUEMARK ACADEMY

Strategic Marketing and Digital Product Management

Duration: 2 Days · **Training format:** Virtual Classroom / Online

Description

In this training, the basic principles of product management and the processes specific to digital product management are examined in detail. In large organizations, especially digital product-oriented companies, coordination between departments and units is important but difficult. It is very valuable for the success of companies that product management teams can determine company strategies and direct all other units in line with common goals. For this reason, the main objectives of this training are determined as follows:

- Reinforcing what product management is and the responsibilities of product managers
- Ensuring unity in strategies and goals between different departments within the company
- Clarifying what is done and why (Strategy, target, planning and action)
- Advancing product development processes in coordination between all units in line with the targets
- Consolidation of Agile project management processes

During 2 full days of online training, examples from different sectors along with theoretical knowledge Cases are examined. At the end of each session, it is aimed to better comprehend the topics with the question and answer and discussion section. Internal cases are discussed and exemplified how theoretical knowledge can be put into practice.

Outline

What is a strategy?

Examples / methods of different marketing strategies

Market and competitor analysis methods

What are the goals of marketing?

Understanding consumer expectations

Identifying the target audience

Creating and testing product concepts / Design thinking methods

Differences in Digital Product Management

MVP

Impact Map

Market Fit Analysis

Project Management (Scrum/Kanban/Scrumban)

Agile Project Management / Scrum

Product launch, marketing support, and product performance tracking

Methods of sharing company goals (OKR, OGSM)

Prerequisites

There are no prerequisites for this course.