

A black and white photograph of a man with a short haircut, smiling broadly. He is wearing a light-colored, button-down shirt. The image is partially obscured by a large, dark, diagonal shape that cuts across the frame from the top left to the bottom right.

# Essentials of Product Management

Marketing

# Essentials of Product Management

Get the key business skills you need to be a successful product manager in today's business world.

## Highlights

- Learn the key elements of a marketing plan and develop one.
- Understand all the financial aspects of product management.
- Start calculating break-even sales formulas for your portfolio of products and services.

## Key Competences

- Product management skills
- Product portfolio planning
- Financial skills
- Creating strategic reports
- Developing marketing plans
- Strategic positioning

## The Right Programme for You

You are a product or brand manager and you want to get the key skills you need in your role and boost your career. This programme is also relevant for other functions working with product managers.

Managers

Business Professionals



## Learn, Practice and Use

- **Understand** the product manager's role today and tomorrow
- **Set** priorities and manage the profitability of your products or services
- **Build** effective working relationships with suppliers and external/internal business partners
- **Manage** the financial aspects of product management
- **Learn** the key components of an effective marketing plan—and practice developing one
- **Apply** the SWOT model to your product portfolio
- **Identify** a format for a best practice annual marketing plan
- **Learn** how to generate sales forecasts that are accurate
- **Explore** core pricing strategies
- **Use** key strategic reports in your role to make decisions
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

## Practical Information

### Face-to-Face



**3 days**  
**€2,995**

### Available In-Company

The programme is available as an In-Company solution for your teams. More information at [mce.eu/inco](https://mce.eu/inco)

# Programme Modules

1

## The Current Product Management Structure

- Understand how the pm strategy developed out of the company's "Core Marketing" strategy
- Create a definition of the term "marketing"
- Describe the key product management attributes
- Develop a definition of the term "product manager"
- Understand the PM's role today and tomorrow
- Understand the PM's and marketing manager's interaction within the company

2

## Your Marketing Strategy

- Apply the best-practice SWOT analysis model
- Understand branding from a product manager's perspective
- Establish the differences between a product and a service
- Describe the strategic planning pyramid
- Determine how to apply different marketing strategies
- Understand and apply the SMART acronym to goals and objectives
- Clarify what is the sustainable competitive advantage concept
- Determine the key strategic positions in the market model

3

## Product Portfolio Planning

- Pinpoint the differences for various products in your portfolio
- Identify the differences for various markets in your portfolio
- Apply a business screen analysis to make overall strategic decisions on how to support your product or service

4

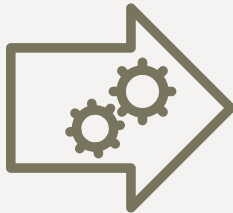
## The Annual Marketing Plan Model

- Identify a format for the "best practice" annual marketing plan
- Describe the core and best strategic elements that belong in an annual marketing plan
- Discuss applications in the business cycle



# Learn

the key business skills and knowledge you need for your management role today and tomorrow



# Practice

the skills you learn and get feedback, recommendations and coaching



# Use

what you learn and practise as soon as you get back to your office

For more information please contact:



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