

SALES & MARKETING

Essentials of Product Management

MCE Management Centre Europe®

www.mce.eu

Essentials of Product Management

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



Ideal for

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

- Business Professionals
- Managers

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

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

Practical Information

FACE-TO-FACE

3 days

€2,995

SCAN HERE

FULL OUTLINE, DATES & LOCATIONS →

AVAILABLE IN-COMPANY

This programme is available as an in-company solution for your teams. 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

MCE is your reliable partner for continuous success with agile people development solutions.

10,000,000

participants on AMA & MCE programmes in the last 10 years

92%

of Fortune 1,000 companies are our business partners

96%

of participants report they are using what they have learnt at AMA & MCE

1,000+

expert facilitators globally

100+

Open Training Programmes running throughout EMEA

100+

year's experience working with our clients around the globe

AVAILABLE IN-COMPANY

Train your whole team together

This programme is also available as an in-company solution, adapted to your organisation and run for your teams.

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FOR MORE INFORMATION, PLEASE CONTACT

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