

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/5597](http://www.amanet.org/5597)

# Successful Product Management

## Gain the business skills you need to be a successful product manager!

Discover the tools and techniques you need to effectively manage the increasingly complex product management process and gain more control of the myriad tasks at hand.

In this powerful seminar, you'll focus on strategy...product portfolio planning...key tasks of a product manager...understanding critical reports...and how to calculate break-even sales formulas. Then you'll put it all together using a case study on product marketing plan development so you're ready to prepare your marketing plan.

### How You Will Benefit

- Understand the whys and hows of the product management process—and how to make the best use of it
- Gain marketing savvy and use it to perform your job effectively
- Set priorities and manage the profitability of your products or service
- Build effective working relationships with suppliers and with external and internal business partners
- Manage the financial aspects of product management
- Learn the key components of an effective business plan—and practice developing one

### What You Will Cover

- Benefits of the product management process
- Strategies and models for marketing success
- The main tasks of a product manager
- Key reports and relationships
- Managing new product or service development
- Preparing your marketing plan

### Who Should Attend

Product managers and brand marketers and directors, and those who interact with them.

**Note:** Attendees should have two years of marketing experience.

### Schedule

## Schedule

- [3] days - \$2,195 Non Members
- [3] days - \$1,995 AMA Members
- [3] days - \$1,889 GSA

## Credits

1.8 CEU/18 SMPS

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