

SUCCESSFUL PRODUCT MANAGEMENT

Gain the business skills you need to be a successful product manager!
Seminar #5597

Overview

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.

Schedule

- [3] days
- [3] days - \$2,195 Non Members
- [3] days - \$1,995 AMA Members
- [3] days - \$1,708 GSA

Credits

18 SMPS /1.8 CEU

Schedule

We have 11 scheduled sessions located nationwide starting between 6/13/2012 - 2/13/2013

Date	Location	Duration
Jun 13, 2012 - Jun 15, 2012	Chicago, IL	3 Days
Jun 18, 2012 - Jun 20, 2012	New York, NY	3 Days
Jul 11, 2012 - Jul 13, 2012	Chicago, IL	3 Days
Aug 13, 2012 - Aug 15, 2012	Philadelphia, PA	3 Days
Sep 19, 2012 - Sep 21, 2012	Chicago, IL	3 Days
Oct 3, 2012 - Oct 5, 2012	San Francisco, CA	3 Days
Nov 5, 2012 - Nov 7, 2012	Atlanta, GA	3 Days
Nov 26, 2012 - Nov 28, 2012	Chicago, IL	3 Days
Dec 10, 2012 - Dec 12, 2012	New York, NY	3 Days
Jan 23, 2013 - Jan 25, 2013	Chicago, IL	3 Days
Feb 13, 2013 - Feb 15, 2013	Arlington/Washington DC, VA	3 Days

Registering more than 4 people, please call 1-877-566-9441.

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.

Ways to Register

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email customerservice@amanet.org
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)