

American Management Association's Successful Product Management

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

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
- Clarity What Is the Sustainable Competitive Advantage Concept
- Determine the Key Strategic Positions in the Market Model

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

The Annual Marketing Plan Model

- Identify a Format for the "Best Practice" Annual Marketing Plan
- Describe the Core Strategic Elements That Belong in an Annual Marketing Plan
- Discuss Applications in the Business Cycle

The Main Tasks of a Product Manager

- Confirm the Role of the PM in the Organization
- Identify the Key Tasks a PM Must Cover to Manage His or Her Product or Service
- Understand How to Conduct a Market Analysis
- Identify and Carry Out Product and Service Support Tasks
- Define and Develop a Feature/Benefit Analysis
- Analyze and Use the Best-Practice Lifecycle Model
- Describe How to Create a Best-Practice Positioning Statement
- Apply a Best-Practice Segmentation Model
- Design a Budget Control System
- Develop a Packaging Strategy
- Generate a Focused Sales Forecast
- Demonstrate a Best-Practice Probability Model
- Establish Pricing for a Product or Service
- Identify the Core Pricing Strategies
- Design an Effective Communication Program
- Outline a Trade and Customer Relations Program
- Describe the Approach to Conducting a Market Research
- Manage the E-Commerce Program
- Set Up the New Products Program

Strategic Key Reports

- Identify the Basic Reports
- Outline a Project List
- Discuss a Forecast Report
- Describe a Field Trip Report
- Outline a Marketing Tech Team Report
- Understand the Need for a Monthly Report
- Demonstrate How to Manage Fact-Based Information Systematically

Finance for Product Managers

- Understand the Critical Basic Accounting Principles
- Discover the Elements in a Profit and Loss Statement
- Identify the Differences Between Fixed and Variable Costs
- Calculate Break-Even Sales Formulas
- Discuss How the Key Models Impact the Product Manager's Financial Area