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- Fundamentals, tools and strategies for professional product management
- How to extract the tasks, roles and responsibilities of a professional product manager
- How to define product quality and develop product benefits
- How to successfully position a product and develop a product portfolio
- How to systematically apply the product management tools
- How to properly analyse products, markets and target groups
- How to smartly define product objectives
- How to systematically develop product strategies
- How to successfully apply the product management tools
- How to consequently implement products into the market
- How to define the product investment and how to track the product success

The success of your products and services is strongly determined by your ability to detect the needs of your customers so that you can offer an adequate portfolio of products and services. The professional application of Product Management is the key factor to your market success.

Content of the seminar

The workshop will focus on developing professional Product Management skills for business people.

THE SESSIONS FUNDAMENTALS OF PRODUCT MANAGEMENT

- Definitions in product management
- Classifications in product management
- Key success factors in product management
- The professional Product Manager

THE PRODUCT MANAGEMENT TOOLS

- The Product Management Tools
- Product, Price, Place and Publicity
- Product Quality and Product Benefit
- Product Positioning and Portfolio Management
- Product Pricing for profitable growth
- Product Distribution and market success
- Product Communication and target groups
- Success factors of product management tools

STRATEGIES IN PRODUCT MANAGEMENT

- Product strategies for growth
- Product analysis and product objectives
- Product plan and product implementation
- Product investment and product controlling

THE SESSIONS WILL INCLUDE PRESENTATIONS, CHECKLISTS, EXERCISES INDIVIDUAL SESSIONS AND GROUP WORKS