

Product Management as a Profession

Hands-on course of 3 days - 21h

Ref.: FCP - Price 2024: CHF2 050 (excl. taxes)

EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

Identify the roles and missions of the product manager

Develop synergies between the marketing and sales department

Collect information from different monitoring sources

Perform a diagnostic on the product

Master the marketing mix

Build and oversee the product marketing plan

HANDS-ON WORK

Case studies illustrated with examples from different business sectors. A complete toolbox for studying certain strategic or operational issues that the trainees may have and for inviting group discussions.

THE PROGRAMME

last updated: 07/2021

1) Role, missions, and skills of the product manager

- Definitions of marketing.
- New concepts in marketing: Toward interactive marketing.
- The marketing approach: Market, needs, products, segmentation, targeting, positioning, marketing mix.
- Scope of marketing.
- Different types of marketing: Product, relationship-based, one-to-one, interactive.
- Viral communication.
- Job definition. The versatility of the product manager. Changes to the profession.
- Three key missions: Analyzing, recommending, implementing.
- Key factors to success.

Hands-on work : Brainstorming about the product manager's various tasks.

2) A genuine internal and external interface

- Product manager: A team motivator.
- Marketing-sales synergy: Best practices.
- The advertiser-agency relationship.
- The agency brief: Funnel method.
- Evaluation grid after the brief.

Hands-on work : Group discussions about existing practices in marketing/sales relations within companies and seeking ways to optimize them.

3) Knowing your market

- Analyzing the company's environment: PESTEL. Macroeconomic analysis.
- The marketing plan.
- Different sources of monitoring.
- Looking for external issues.
- Analyzing and classifying competitors.
- Analyzing Porter's forces.
- Each competitor's profile.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@ORSYS.fr to review your request and its feasibility.

- Benchmarking or calibration.

Hands-on work : Analysis of Porter's forces in the context of each trainee's company. Discussions.

4) Collecting information

- Internal and external sources of information.
- Choosing the type of study.
- Qualitative and quantitative studies.
- Permanent panels: Usefulness and usage methodology.
- Customer satisfaction studies.
- Documentary, marketing, and customer satisfaction studies, usage tests, audience studies.

5) Diagnosing the product

- Pareto analysis of the customer portfolio.
- The BCG matrix (Boston Consulting Group).
- Analyzing the product's life cycle.
- The performance monitoring dashboard.
- Summary of internal and external analysis: SWOT.

Hands-on work : Based on a case study, create a BCG and SWOT matrix.

6) Crafting the marketing strategy

- Setting strategic goals. SMART goals.
- Defining your goals by product/segment pair.
- Product strategies during the life cycle.
- The segmentation phase: BtoB and BtoC criteria.
- RFM segmentation (Recency, Frequency, Monetary value).
- The targeting phase: Choice criteria, possible strategies.
- Positioning: Definition, positioning criteria.
- Positioning opportunities. Types and mapping.
- Choosing what business to develop, maintain, and abandon.
- Analyzing a market's appeal. The McKinsey model.

Hands-on work : Creating a positioning map. Selecting segmentation criteria and presenting your segmentation based on total population (supply and/or demand segmentation).

7) Becoming proficient in the marketing mix

- The mix: Consistency and optimization of the mix.
- Defining product quality assessment criteria.
- Product life cycle curve.
- Identifying characteristics of the product mix.
- Studying the brand: Different types, functions, protection.
- Price-setting strategy.
- Price-influencing factors.
- Calculating the elasticity coefficient, the acceptance price, the break-even point, and the profitability threshold.
- Evaluating the sales networks. Making the product available to the end consumer.
- Selecting a distribution network. - The distribution contract.
- Different tools and communication methods.
- Conducting promotions: Street marketing, public relations, athletic sponsorship, arts patronage, etc.
- Communication by the sales force: Creating the sales kit.

Hands-on work : Crafting a mix in sub-groups based on one or two concrete cases offered by trainees.

8) Building the marketing plan

- Determining the contents of the marketing plan.
- Defining one- and three-year goals.

- Presenting and planning action plans.
- Putting the plan into operation.
- Tracking and controlling actions: Preparing your dashboard.
- Putting corrective actions in place.

Hands-on work : Working on crafting a marketing plan.

DATES

REMOTE CLASS

2025 : 05 Feb, 04 Jun, 11 Aug, 08
Dec