Product Manager certification course

ORSYS certification + optional DiGiTT® remote certification
Practical course - 10d - 70h00 - Ref. KPO
Price : 4480 € E.T.

The marketing product manager is at the heart of the product development strategy, translating precise sales objectives into reality. This cycle will enable you to master all the key skills of the job: analysis of needs and new market trends, construction of the offering, development of the product and service launch plan backed up by e-marketing actions, design of sales promotion media, calculation of return on investment for actions.

Teaching objectives

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

- Identify the scope of the product manager's responsibilities
- Collect information and carry out product diagnostics
- Building the product marketing plan
- Master the steps involved in launching a new product
- Optimize your e-marketing strategy to increase the visibility of your offer
- Create sales literature to promote products

Intended audience

Product managers and market managers, new or existing, wishing to deepen their knowledge and acquire the right techniques and methodologies for their profession.

Prerequisites

First experience as a product manager, marketing project manager, brand manager or new product manager is desirable.

PARTICIPANTS
Product managers and market managers, new or existing, wishing to deepen their knowledge and acquire the right techniques and methodologies for their profession.

PREREQUISITES
First experience as a product manager, marketing project manager, brand manager or new product manager is desirable.

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.

Course contents

This course consists of the following modules :

Product Management as a Profession

Ref. FCP - 3 days ⭐ 4 / 5

Launch a new product

Ref. LNP - 3 days ⭐ 4 / 5

Webmarketing: increase the visibility of your website

Ref. EMC - 2 days ⭐ 4 / 5

Designing effective communication and sales tools with AI

Ref. SUO - 2 days ⭐ 3 / 5

Product Manager Certification

Ref. KSX - 0.5 day

Course schedule

1 **Product manager, the job**

- The role, missions and skills of the product manager.
- The marketing approach: market, needs, products, segmentation...
- The product manager: a true internal and external interface.
- Marketing-sales, advertiser-agency relations...
- Market knowledge.
- Environmental analysis: macroeconomic, PESTEL...
- Competitor analysis and classification: benchmark, Porter's forces...
- Information gathering: information sources, monitoring, qualitative and quantitative studies.
- Product diagnostics: Pareto analysis, BCG matrix, SWOT...
- Marketing strategy development.
- Strategic objectives.
- Segmentation, targeting, positioning...
- Mastering the marketing mix.
- Building a marketing plan.

Exercise

Brainstorming on the different missions of the product manager. Group reflection on existing practices in marketing/sales relations. Drawing up a BCG and SWOT matrix. Drafting of a mix based on one or two concrete cases.

2 | Launch a new product

- Innovation: a lever for organic growth.
- Measuring the attractiveness of a new market.
- Drawing up a development strategy.
- Creativity in marketing.
- Creativity techniques: brainstorming, mind mapping, associative, analogical and random techniques...
- Marketing studies applied to new product development.
- Profitability and return on new products.
- The concepts of profitability, breakeven point and cash flow.
- From marketing concept to development.
- Operational launch of new products.
- Planning the actions and players involved in the launch.

Exercise
Discuss the secrets of successful launches. Concept research using creativity techniques. Calculating the optimum price for the product to be launched. Development of the new product mix. Presentation and presentation of the project and dashboards.

3 | E-marketing strategy: increase your website's visibility

- E-marketing strategy: definitions and challenges.
- POEM: the three axes of e-marketing.
- The web user at the heart of e-marketing strategy.
- The expectations, needs and typical behaviors of web and mobile users.
- Launching the e-marketing strategy.
- The different stages of a marketing plan and coordination.
- Website promotion.
- E-marketing techniques.
- Search engine optimization, paid search, retargeting...
- Managing an e-marketing strategy.
- KPIs specific to the web and social networks.

Exercise
Theoretical input and feedback from commercial experience. Case studies on the creation of a company website and the launch of a Web marketing campaign. Analysis of Web campaign follow-up and ROI calculation.

4 | Creating sales literature

- The evolution of sales literature.
- Traditional media and the dematerialization of media.
- Defining targets and objectives.
- Document style: positioning, charter...
- Content optimization: messages, titles, hooks, visuals...
- The sales argument: FAB, motivations...
- Enhanced media: visuals, animations, sounds, videos, interactivity...
- The transition from conception to realization.
- The editorial chain: from brief to final approval.
- The grid for analyzing the commercial effectiveness of documentation.
- Dashboards associated with indicators.

Exercise
Design, illustration and layout of a brochure.

Options

Certification : 190 € HT

La certification DiGiTT® est en option lors de l'inscription à cette formation et s'articule en 3 étapes : le passage d'un Diag® avant la formation, l'accès à une digithèque permettant l'apprentissage des concepts et notions pour chaque compétence digitale, puis le passage de l'examen de certification. Celui-ci se compose d'un test de 90 min disponible en anglais et en français. Le résultat atteste de votre niveau de compétences sur 1000 points (débutant, intermédiaire, avancé, expert). Le seul suivi de cette formation ne constitue pas un élément suffisant pour garantir un score maximum à l'examen. La planification de ce dernier et son passage s'effectuent en ligne dans les 4 semaines qui suivent le début de votre session.

The certification option comes in the form of a voucher or invitation that will allow you to take the exam at the end of the training course.

Dates and locations

REMOTE CLASS
2026 : 20 Apr., 22 June, 24 Aug., 24 Aug., 26 Oct., 26 Oct., 14 Dec.

PARIS LA DÉFENSE
2026 : 20 Apr., 22 June, 24 Aug., 26 Oct., 14 Dec.