

Course : Product Management as a Profession

Practical course - 3d - 21h00 - Ref. FCP
Price : 2260 CHF E.T.

★★★★☆ 4,8 / 5

BEST

Positioned between marketing strategy and domain expertise, the product manager's role is multifaceted and relies on numerous tools. This course provides the essential methods required to perform effectively as a product manager. Participants will learn to coordinate actions related to product launches and lifecycle management, manage a product portfolio, and optimize marketing mix performance.

Teaching objectives

At the end of the training, the participant 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

Practical details

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.

Course schedule

PARTICIPANTS

PREREQUISITES

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

1 Understanding the role, missions and skills of the product manager

- Define marketing fundamentals.
- Identify new marketing concepts: interactive, viral and automated marketing.
- Analyze the marketing process: market, insights, products, segmentation, targeting, positioning, marketing mix.
- Define the scope of marketing.
- Distinguish types of marketing: product, relationship, one-to-one, digital.
- Clarify the job description, versatility and career evolution.
- Implement the three core missions: analyze, recommend, deploy.
- Identify key success factors.

Hands-on work

Brainstorming about the product manager's various tasks.

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.

2 Coordinating internal and external interfaces

- Mobilize teams around the product project
- Develop effective marketing-sales synergy
- Structure advertiser–agency relationships
- Write a clear and structured agency brief using the funnel method
- Build an evaluation grid for proposals

Hands-on work

Analyze existing marketing/sales practices and define improvement levers

3 Understanding the market

- Identify monitoring sources.
- Analyze external trends and issues impacting the market.
- Assess the business environment using the PESTEL model.
- Study customers and value chain stakeholders.
- Analyze competitors using Porter's Five Forces.
- Implement benchmarking.
- Use predictive models to anticipate market evolution.

Hands-on work

Apply Porter's analysis to participants' business contexts.

4 Collecting information

- Identify internal and external information sources
- Select the appropriate type of study
- Distinguish qualitative and quantitative research
- Set up and manage panels
- Conduct customer satisfaction surveys.
- Use desk research, usage tests and audience studies.
- Integrate AI technologies into research processes, understanding limits and biases

Hands-on work

Design a research prompt for documentary analysis

5 Conducting a Product Diagnosis

- Analyze customer portfolio using the Pareto principle.
- Position products within the BCG matrix.
- Analyze the product lifecycle.
- Build performance dashboards.
- Conduct a SWOT analysis.

Hands-on work

Develop a SWOT matrix based on a case study.

6 Developing the marketing strategy

- Set strategic objectives (SMART objectives).
- Define objectives by product/segment.
- Adapt product strategies to lifecycle phases.
- Segment B2B and B2C markets.
- Implement RFM segmentation and build AI-enhanced personas.
- Select priority targets.
- Define competitive positioning.
- Choose activities to develop, maintain or discontinue.
- Analyze market attractiveness using the McKinsey model.

Hands-on work

Create positioning maps and segmentation proposals.

7 Mastering the Marketing Mix

- Ensure coherence and optimization of the marketing mix.
- Define product quality criteria.
- Analyze product lifecycle curves.
- Identify product mix characteristics.
- Study branding strategy.
- Define pricing strategy and analyze determinants
- Price-influencing factors.
- Calculate elasticity, break-even point and profitability threshold.
- Use communication and personalization tools.
- Design promotional operations.
- Evaluate sales channels.
- Select distribution channels.
- Manage commercialization and create sales kits.

Hands-on work

Develop a marketing mix based on case studies.

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.
- Monitor and control performance with dashboards.
- Putting corrective actions in place.

Hands-on work

Build a complete marketing plan.

Dates and locations

REMOTE CLASS

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