

# STRATEGIC PRODUCT MARKETING AND MANAGEMENT™

## COURSE SYLLABUS



### COURSE DESCRIPTION

This two-day course provides attendees with the knowledge, skills and tools to effectively market and plan technology products and services.

The course is based on the Product Manager's Toolkit™ (PMTK) and PMTK™ Action Model - a comprehensive set of tools and accompanying process methodology, that illustrate notable best practices and processes which help create successful market-driven products.



BLACKBLOT  
Product Management Expertise™

[www.blackblot.com](http://www.blackblot.com)



CONTACT:  
408-832-1119  
[CONTACT@280GROUP.COM](mailto:CONTACT@280GROUP.COM)  
[WWW.280GROUP.COM](http://WWW.280GROUP.COM)

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#### Day One

##### I. Definitions

- Domain & Functional Expertise
- Functional Responsibilities
- Policy, Strategy and Tactics

##### II. Roles And Goals

- Working Relationships
- Functional Roles
- Quality Goals

##### III. Product Strategies

- Product Scope
- Product Success Factors
- Drive Orientation

##### IV. PMTK™ Action Model

- Product Development Stages
- PMTK Action Model Overview
- Research & Market Intelligence

##### V. Product Marketing Cycle, Process & Tools

- Product Marketing Cycle
- Analysis Phase
  - Marketing Review
  - Business Case
  - Competitive Analysis
  - Product Comparison
  - Strategy Phase
  - Corporate Mission
  - Positioning
  - Value Documents (PSFB, Axioms, USP)
  - Marketing Plan

#### Day Two

##### V. Product Marketing Cycle, Process & Tools (Continued)

- Readiness Phase
  - Collateral Matrix
  - Product Backgrounder
  - Press Releases
  - Launch Plan
- Execution Phase
  - Lead Generation

##### VI. Product Management Cycle, Process & Tools

- Product Management Cycle
- Analysis Phase
  - Gap Analysis
  - Market Requirements
  - Use Cases
- Definition Phase
  - Features Matrix
  - Product Roadmap
- Development Phase
  - Pricing Model
  - Public Relations
- Maintenance Phase
  - Win/Loss Analysis
  - Customer Visit

##### VII. Process Efficiency

- People
  - Meeting Rules
  - Management By Objectives
- Decisions
  - Decision Making Guidelines
  - Sign-Off Approval
- Deliverables
  - Bundle Book Structure