



280Group™ Optimal Product Management and Product Marketing™
Helping companies deliver products that delight their customers and produce massive profits™



Course Catalog

THE WORLD'S MOST EFFECTIVE PRODUCT MANAGEMENT &
PRODUCT MARKETING TRAINING™

280

2012

About The 280 Group

The 280 Group is a Product Management and Product Marketing consulting and training firm located in Silicon Valley, CA. Founded in 1998, the 280 Group helps companies deliver products that delight their customers and produce massive profits. Products and services include consulting, contractors, training, certifications, templates and books. The 280 Group's methodology is based on worldwide standards and is used by tens of thousands of customers across the world.

Clients include small and medium-sized companies as well as Fortune 500 companies such as Adobe, SAP, Cisco, Intel, eTrade, Symantec, Dell, Hewlett Packard and others. The 280 Group was ranked in the top 10 consulting firms by the Silicon Valley Business Journal has won the AIPMM award for Thought Leadership in Product Management. They have been featured on World Business Review, the Silicon Valley Business Report and have several books in the top 150 business books on Amazon.com.

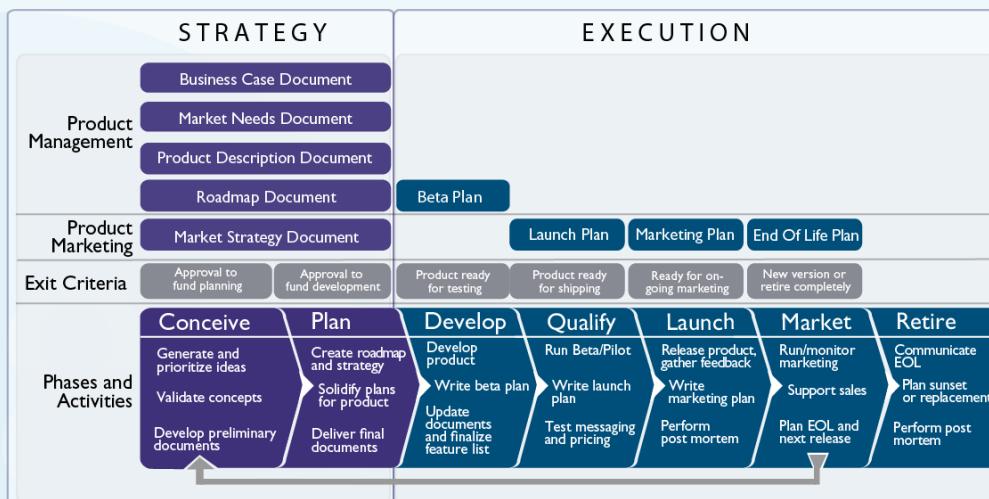
For more information go to www.280group.com, call (408) 834-7518 or email contact@280group.com.

Course Listing & Pricing

Courses are taught in public classes in New York, California, Texas, Virginia, Mexico, Washington DC, Europe and other locations worldwide. All courses can also be delivered privately on-site and customized for your company's needs.

Optimal Product Management & Product Marketing™

Three day course covering the entire product lifecycle. Teaches you how to manage any product at any stage in the LifeCycle effectively and includes the [Product Management LifeCycle Toolkit](#) with corresponding productivity templates. Prepares you to take the exam to become an industry-standard Certified Product Manager or Certified Product Marketing Manager.



Optimal Product Process:280 Group
Conceive to Retire:AIPMM Product Management Body of Knowledge®(ProdBOK®)

\$1,995
per person
(limited time offer
for public training
only - regularly
\$2,995)

[Agile Excellence for Product Managers™](#)

One day course that teaches how to be dramatically more effectively with teams using Agile development methods (Scrum, XP, Leam). Includes extensive hands-on exercises and handouts and includes a copy of the best-selling book Agile Product Management Excellence from the 280 Group. Prepares you to take the exam to become an industry-standard Agile Certified Product Manager.

\$995
per person

[How to be a Phenomenal Product Manager™](#)

Based on the best-selling book The Phenomenal Product Manager by Brian Lawley, 280 Group CEO & Founder, this is the only course in the world that teaches you how to dramatically increase your effectiveness and productivity as a product manager. Through hands-on exercises and lecture students spend the day learning critical skills and developing a corresponding action plan to apply in their jobs. Topics covered include the role of product management, how to work more effectively with sales and engineering, negotiation/mediation, productivity, career advancement and more.

\$995
per person

[Certified Product Manager \(CPM™\) Exam Intensive Prep Course](#)

This six hour in-person course is offered on the morning of the same day of the Certification Exam. It provides an intensive review of concepts to help students to prepare to take the exam to earn the Association of International Product Marketing & Management (AIPMM) prestigious Certified Product Manager (CPM) credential. It is appropriate for those who have extensive product management experience and/or who have taken the 280 Group's [Optimal Product Management & Product Marketing](#) three day in-person course. Students review the key concepts and terminology used in the exam as well as strategy for answering the exam questions and a Q&A for anything else they want to review (includes \$395 exam.)

\$1,295
per person

[Certified Product Manager™ Self-Study Course & Exam](#)



This self-paced course can be taken at your own pace on your computer. It teaches you core product management and product marketing concepts and prepares you to take the exam to become and industry-standard Certified Product Manager and Certified Product Marketing Manager. Topics covered include strategic planning, the product lifecycle, product process, roadmapping, product launches and many other concepts. Includes study guide and practice exams plus certification exam (\$395 value).

\$1,295
per person

[Agile Certified Product Manager™ \(ACPM™\) Self-Study Course & Exam](#)



This self-paced course can be taken at your own pace on your computer. It teaches how to work more effectively with development teams using Agile techniques (Scrum, XP, Lean) and prepares you to take the exam to become an industry-standard Agile Certified Product Manager. Topics covered include the role of Product Management in Agile environments, story mapping, backlog prioritization and many other concepts. Includes study guide and practice exams plus certification exam (\$395 value).

\$1,295
per person

[Social Media Marketing Boot Camp & Training Course](#)

Social media can be a huge asset in marketing your company and yourself. But learning all about it can seem like a daunting task. That's why we created the Social Media Marketing Boot Camp! Instead of spending months learning the ins and outs of social media on your own take our intensive six hour course and not only learn the material from an expert but plan your entire campaign and strategy!

\$395
per person

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