

Product Management Online Courses

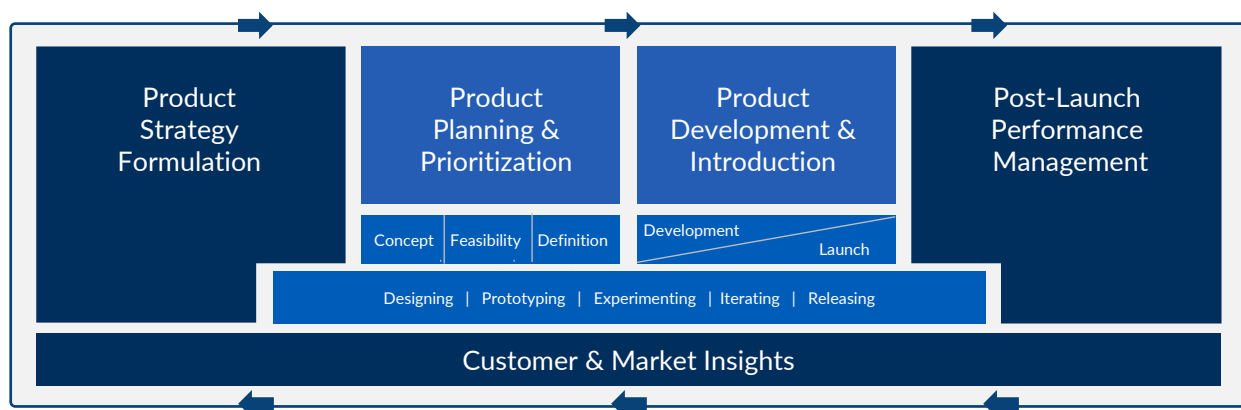
Product Management Essentials with Certification

Product Strategy and Roadmapping with Certification

The imperative for product managers and their teams to be nimble, strategically-oriented businesspeople is vital to company success. Modern product managers must be able to garner customer and market insights, envision a future for their products, assess opportunities, prioritize feature development, devise go-to-market programs, and manage products being sold – in dynamic, rapidly moving markets!

Sequent's online, self-paced learning programs that can help product managers to improve their proficiency at a comfortable pace.

Sequent's courses are based on The Product Management Life Cycle Model, shown below. They're also supported by practical books from Sequent's founder, Steven Haines.



Online, self-paced courses based on the Product Management Life Cycle Model

PRODUCT MANAGEMENT ESSENTIALS

- Learn product management
- 19 modules – 2.3 total hours
- Easy to understand and digest
- Certification test
- Leverages content from The Product Manager's Desk Reference and The Product Manager's Survival Guide
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PRODUCT STRATEGY and ROADMAPPING

- Learn how to create a product strategy
- 19 modules – 2.2 total hours
- Follows an easy to digest approach with book
- Certification test
- Uses the Product Strategy and Roadmapping Book
- Summary content next page

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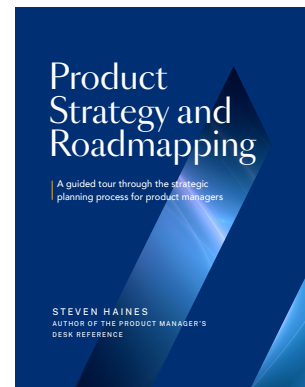
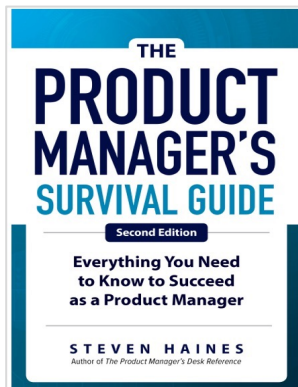
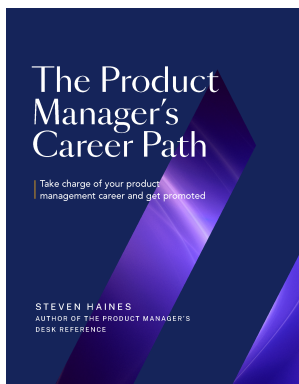
COURSE OUTLINES

Product Management Essentials Online

1. Establishing a context for product management
2. Defining the role of the product manager and the product team
3. Explaining the Product Management Life Cycle Model
4. Garnering customer and market insights
5. Covering the essential elements of product strategy
6. Prioritizing opportunities for new products or enhancements
7. Leveraging the optimal product development process
8. Partnering with development
9. Planning and orchestrating a product launch
10. Conducting a post-launch audit
11. Optimizing the performance of your product (post-launch product performance management)

Product Strategy and Roadmapping Online

1. Understanding what's needed to formulate product strategies
2. Building a solid fact base
3. Synthesizing market, financial, and business data to create a complete picture of the product's business
4. Using a re-imagined SWOT analysis to uncover future opportunities
5. Creating realistic goals for the product
6. Comparing opportunities to goals to determine the most favorable path forward
7. Shaping opportunities into actionable initiative
8. Orchestrating a balanced marketing mix model
9. Constructing a product roadmap
10. Gaining cross-functional alignment and assembling resource estimates
11. Presenting the strategy to leadership



Books written by Sequent's founder – referenced in these courses

SEQUENT LEARNING NETWORKS is a global product management training and advisory services firm. Our clients operate as complex firms and participate across many industry verticals. Sequent's offers a complete product management training curriculum, and courses that focus on cultivating business acumen for those who are not operating in product roles.