

PRODUCT MANAGEMENT



GENTEX[®]
TRAINING CENTER



Introduction

Products succeed when someone owns the whole picture: customer need, business value, and technical delivery. The Product Management Course builds that ownership capability across the full product lifecycle. Participants learn how to research customers, define requirements, prioritise features, work with engineering and design, and measure product performance after launch. Furthermore, the course covers roadmap planning, pricing, and go-to-market execution. In addition, it develops the communication skills needed to align stakeholders. As a result, delegates leave able to make product decisions with evidence and to lead a product from concept to measurable business outcome.

Product Management Course Objectives

- Apply product management principles across discovery, definition, delivery, and growth stages.
- Conduct customer and market research using interviews, surveys, and Jobs-to-be-Done (JTBD).
- Define requirements using user stories, acceptance criteria, and product requirement documents (PRDs).
- Prioritise features using RICE, MoSCoW, Kano analysis, and value-effort scoring.
- Build, communicate, and maintain product roadmaps aligned with strategy.
- Apply agile practices including backlog grooming, sprint planning, and release management.
- Define product metrics with the AARRR funnel and the North Star metric.
- Design and run experiments using MVP, A/B testing, and hypothesis-driven development.
- Develop pricing, packaging, and go-to-market strategies.
- Communicate product decisions and trade-offs clearly to stakeholders.



Course Methodology

- Interactive workshops led by practising product managers.
- Case studies of product successes, failures, and pivots.
- Hands-on exercises producing user stories, PRDs, and roadmaps.
- Prioritisation workshops using RICE and Kano analysis.
- Group work on metrics definition and experiment design.
- Role-play of stakeholder and executive product reviews.
- Capstone project: presenting a complete product plan.

Who Should Take This Course

- Product managers and associate product managers.
- Product owners and business analysts.
- Engineers, designers, and marketers moving into product roles.
- Startup founders managing their own products.
- Programme and delivery managers supporting product teams.
- Commercial managers with product portfolio responsibility.

Product Management Course Outlines

Day 1: Product Management Foundations

- Role of the product manager and the product lifecycle.
- Product management compared with project management.
- Product vision, strategy, and positioning.
- Business model canvas and value proposition design.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Customer segments and market sizing basics.
- Common reasons products fail.
- Exercise: writing a product vision statement.

Day 2: Discovery and Requirements

- Customer research: interviews, surveys, and observation.
- Jobs-to-be-Done (JTBD) and problem definition.
- Personas, journey mapping, and pain point analysis.
- Writing user stories and acceptance criteria.
- Product requirement documents (PRDs) and specifications.
- Validating assumptions before committing to build.
- Workshop: writing user stories with acceptance criteria.

Day 3: Prioritisation, Roadmaps, and Agile Delivery

- Prioritisation with RICE, MoSCoW, and value-effort scoring.
- Kano analysis for feature satisfaction.
- Roadmap formats and communication techniques.
- Agile delivery: backlog grooming, sprint planning, and releases.
- Working with engineering, design, and QA teams.
- Managing scope changes and technical trade-offs.
- Exercise: building a prioritised product roadmap.

Day 4: Metrics, Analytics, and Experimentation

- Defining the North Star metric and supporting KPIs.
- The AARRR funnel: acquisition, activation, retention, revenue, referral.



LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Cohort analysis and retention curves.
- MVP design and hypothesis-driven development.
- A/B testing and experiment design fundamentals.
- Product analytics tools and data interpretation.
- Workshop: designing a product experiment.

Day 5: Pricing, Go-to-Market, and Product Leadership

- Pricing models and packaging strategies.
- Positioning, messaging, and launch planning.
- Sales enablement and channel strategy.
- Stakeholder alignment and executive communication.
- Influencing without authority in product teams.
- Building a personal product management development plan.
- Capstone project: presenting a complete product plan.

Conclusion

By successfully completing Product Management, participants will have acquired practical knowledge of customer discovery, requirements definition, prioritisation, roadmap planning, product analytics, and go-to-market strategy. They will understand how to validate ideas before building and how to measure whether a product creates value. In addition, they will gain confidence in leading cross-functional product decisions. Gentex Training Center builds this programme around applied product practice, so delegates return ready to manage products from concept to measurable outcome.

FAQs





Q1 What is the "Product Management" course about?

It covers how to manage a product across its full lifecycle, from customer discovery and requirements to roadmap, delivery, metrics, and launch. Participants learn prioritisation frameworks, agile collaboration, and go-to-market planning. The course emphasises evidence-based product decisions.

Q2 What are the key benefits of the "Product Management" course?

It builds the complete product skill set, improving decision quality and cross-functional credibility. Participants gain research, prioritisation, analytics, and launch capability, plus a disciplined approach to validating ideas. Organisations benefit from products that solve real problems with less wasted development effort.

Q3 What skills will I gain from the "Product Management" course?

Participants gain customer discovery and requirements definition, product prioritisation and roadmap planning, product analytics and experimentation, and go-to-market and stakeholder communication.

Q4 What tools, methods, or standards are covered in the "Product Management" course?

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



The course covers Jobs-to-be-Done (JTBD), personas and journey mapping, user stories and acceptance criteria, product requirement documents (PRDs), RICE, MoSCoW, and Kano analysis, value-effort scoring, product roadmaps, agile backlog grooming and sprint planning, the AARRR funnel and North Star metric, cohort analysis, MVP and hypothesis-driven development, A/B testing, and pricing and packaging models.

Q5 How is the "Product Management" course applied in real-world practice?

Participants apply it by researching customers, writing user stories and PRDs, and prioritising features with RICE or Kano scoring. They then maintain roadmaps, design experiments, interpret analytics, and prepare pricing and launch plans, presenting product decisions and trade-offs clearly to leadership.

