



Product Management Training Program

Shaping Product Innovators for a Market Leading Future

- Innovate Better • Strategize Smarter
 - Launch Results



Audience

In today's competitive market, effective product management is essential to achieving success—by delivering valuable products that meet customer needs and drive business growth. This program is tailored to help professionals master modern product development frameworks and practical tools to lead products effectively, regardless of industry or product type.

Ideal for:

- Aspiring Product Managers
- Product Owners & Coordinators
- Business Analysts
- Marketing & Sales Professionals
- Entrepreneurs and Startup Founders



Course Description

The Product Management Professional Course is a comprehensive training designed to provide participants with a thorough understanding of product management principles and practices. The course also prepares individuals to successfully navigate the product lifecycle, from ideation to launch and beyond.

This course covers the principles, methodologies, and practices, required to effectively and successfully manage projects in organizations.

It provides an in-depth understanding of project management principles, methodologies and practices





Course Overview

This course covers the principles, methodologies, and practices required to effectively and successfully manage products in organizations. It provides an in-depth understanding of product management principles, methodologies, and practices

Course Outline

- Product Strategy and Vision
- Market Research and User Understanding
- Product Road mapping and Prioritization
- Product Development Lifecycle (Agile, Lean, Waterfall)
- Go-to-Market Strategies and Launch Planning
- Product Analytics and Performance Measurement
- Cross-functional Team Leadership and Stakeholder Management
- Design Thinking and User Experience (UX) Principles
- Includes real-life case studies, group exercises, templates, and product simulations.



Training Details

Duration: 4 Days

Training Fee: N250,000(excluding tax)





Thank you



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