

PRODUCT MANAGEMENT CERTIFICATION

As per International Standards



UNICHROME

Unichrone Training **Advantages**

- ✓ 1 Day Interactive Instructor-led Online/Classroom or Group Training
- ✓ Course study materials designed by subject matter experts
- ✓ Mock Tests to prepare in a best way
- ✓ Highly qualified, expert & accredited trainers with vast experience
- ✓ Enrich with Industry best practices and case studies and present trends
- ✓ Product Management Training Course adhered with International Standards
- ✓ End-to-end support via phone, mail, and chat
- ✓ Convenient Weekday/weekend Product Management Training Course schedule



About Unichrone

✓ We are a professional training institute with an extensive portfolio of professional certification courses. Our training programs are meant for those who want to expand their horizons by acquiring professional certifications across the spectrum. We train small- and medium-sized organizations all around the world, including in USA, Canada, Australia, UK, Ireland and Germany.



Guaranteed Quality



Handpicked Trainers



Global Presence



Online Training Option

We've trained professionals across global companies

Importance of Product Management Training

- ✓ Product Management Certification plays a pivotal role in boosting the proficiency of professionals in crucial principles of Product Management. The certification equips individuals with a concrete understanding of the product lifecycle and its principal components. Individuals will attain essential enlightenment and skills to excel in a complex product manager role. It broadens the awareness in product marketing planning and advancing customer value. Moreover, the job role of a Product Manager is multi-faceted and this attestation blends technical expertise, business acumen, and leadership capabilities.
- ✓ Product Management Training empowers participants with right knowledge to be able to practice proper product management in the right manner. Market coverage, product planning schedules, customer categorization, price positioning, and product release planning are some of curriculum components. Participants in Product Management Training will develop good knowledge standards in product lifecycle management, data analysis, and communication. Upon developing these competencies, candidates will be in a position to lead cross-functional teams with innovation skills that enable product development and offering of excellent customer solutions.

ELIGIBILITY CRITERIA

- ✓ Aspirants need not meet any requirements to pursue Product Management Training Course. However, having prior knowledge is beneficial.

WHO SHOULD ATTEND

- ✓ Any individual who wants to gain skills to understand Product Management can enroll in the Product Management Training course.

PRODUCT MANAGEMENT CERTIFICATION ADVANTAGES



CERTIFIES
YOUR TALENT



HELPS
BUILDING
VALUES



GLOBAL
RECOGNITION



PERFECT
EXECUTION



BUILDS
CUSTOMER
LOYALTY



MORE
EMPLOYABILITY
OPTIONS

Syllabus of Product Management Training

Lesson 01 – Introduction to Production Management

1.	Production
2.	Production Management
3.	Process Capabilities and Business Strategy
4.	Responsibilities of Product Managers
5.	Managing Product Managers
6.	Mental Model
7.	Developing Product Managers
8.	Assessing Product Managers for Performance

Lesson 02 – Cross-Functional Role of Product Managers

1.	Role of Product Manager
2.	Strategy
3.	Releases
4.	Ideation
5.	Features

Syllabus of Product Management Training

Lesson 03 – Strategies for Creating an All-Star Product Team

1.	What Makes a Good Product Leader?
2.	Power of Product Squads
3.	One Roadmap to Guide them All
4.	Start with the Right People
5.	Where There are Passionate People, there will be Conflict

Lesson 04 – Product Life Cycle

1.	Product Life Cycle
2.	What is Product Life Cycle Management?
3.	Enhance Your Speed
4.	Principal Elements
5.	Stages

Syllabus of Product Management Training

Lesson 05 – Product Marketing Planning Process

1.	Introduction
2.	Process

Lesson 06 – Customer Value Management

1.	What is Customer Value Management?
2.	Concept
3.	Importance

Syllabus of Product Management Training

Lesson 07 – Product Planning Annually

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|----|------------------------------------|
| 1. | What is Product Planning Annually? |
|----|------------------------------------|

Lesson 08 – Evaluating the Product Portfolio

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| 1. | Introduction |
| 2. | BCG Matrix |
| 3. | Benefits of Product Portfolio Management |

Syllabus of Product Management Training

Lesson 09 – Strategic Product Planning

1.	Introduction
2.	Significance
3.	Identification
4.	Distribution

Lesson 10 – New Products: Proposal, Development, and Launch

1.	Introduction
2.	Types of Elements
3.	Product Development
4.	Product Launch

Syllabus of Product Management Training

Lesson 11– Financial Side of Product Management

1.	Overview
2.	Cost Classifications
3.	Standard Cost, Fixed Cost, & Variable Cost
4.	Investment Decisions

Lesson 12 – Pricing Products and Services

1.	Introduction
2.	Factors

Syllabus of Product Management Training

Lesson 13 – Product Manager as Marketing Manager

1.	Role of Product Manager as Marketing Manager
2.	Pricing Products and Services

Exam Format of Product Management Certification

Examination Format	
Exam Name	Product Management Exam
Exam Format	Multiple Choice
Total Questions & Duration	30 Questions, 1 Hour
Passing Score	Minimum passing score of 70%
Exam Cost	Included in training fee

To get you fully prepared with the knowledge and skills for Product Management , a training session at Unichrone gives immense importance to mock questions at the end of every module and problem-solving exercises within the session. Prepared by certified faculty, the practice tests are a true simulation of the Product Management exam.

Contact Us

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<https://unichrone.com/>

