








Find the right courses for you.

COURSE	 Foundations Implement a proven, practical blueprint for being market-driven and get your entire organization on the same page.	 Insight Leverage data to empower product practices and decisions.	 Focus Identify and present the right product strategies to empower your company.	 Design Partner with designers to create intuitive, innovative products the market will embrace.	 Build Learn how to align product and development to create remarkable products.	 Market Build buyer expertise and create strategic product marketing plans that deliver results.	 Launch Think strategically about launch and sales enablement to better meet business objectives.	 Price Learn how to set the right price for each product in each market.
WHO'S IT FOR	Everyone who has a stake in the product's success in the market	Product professionals who want to harness the potential of their data to discover new insights, drive productive data projects and build confidence and consensus in product decisions	Anyone responsible for product direction and strategy	Product professionals who work with a designer or design team and want to ensure market adoption, improve customer ratings and increase competitive advantage	Everyone who writes, prioritizes, consumes, uses or dreams about requirements and user stories	Anyone responsible for setting go-to-market strategies	Anyone responsible for product launch or sales enablement	Everyone who makes or influences product pricing decisions, those responsible for packaging and segmentation, and those who determine which products to build
MAJOR TAKEAWAYS	<ul style="list-style-type: none">■ Gain a thorough understanding of your market■ Find and prioritize opportunities■ Better balance strategic and tactical tasks	<ul style="list-style-type: none">■ Uncover patterns and validate behaviors using data■ Better partner with data professionals to execute successful and profitable projects■ Translate data projects into compelling narratives with clear recommendations	<ul style="list-style-type: none">■ Find opportunities with the biggest impact, urgency and potential■ Get internal buy-in and approval for business plans■ Articulate how opportunities fit with company strategy	<ul style="list-style-type: none">■ Deepen a shared understanding of target users' problems, goals and experience■ Reframe market problems to foster product innovation■ Increase efficiency, lower risk and ensure user adoption through prototyping and feedback loops	<ul style="list-style-type: none">■ Communicate effectively to increase alignment with stakeholders■ Build highly effective product and development partnerships■ Articulate and prioritize market problems and plan releases using market data	<ul style="list-style-type: none">■ Align tactical expert's marketing outcomes to broader organizational strategy■ Gain a thorough understanding of your buyers and how they buy■ Get funding and support for your marketing efforts■ Connect marketing plans to the metrics that matter	<ul style="list-style-type: none">■ Identify key launch strategies and build plans to achieve them■ Align and prepare your organization for launch■ Empower sales for success with the right tools and training that reduces friction and increases close rates	<ul style="list-style-type: none">■ Determine what your market is willing to pay■ Develop pricing models that support corporate strategies and empower sales■ Use segmentation and portfolios to optimize revenue
KEY DELIVERABLES	<ul style="list-style-type: none">■ Positioning■ Gap analysis■ Market segmentation■ Roles & responsibilities■ Action plans	<ul style="list-style-type: none">■ Action Plan■ Pragmatic Data Insights Model■ Insight Report■ Data Census■ Data Theme Tracker	<ul style="list-style-type: none">■ Business plans■ Roadmaps■ Competitive analysis■ Business proposals■ KPIs	<ul style="list-style-type: none">■ User personas■ Experience maps■ Ideation and evaluation tools■ Feedback models	<ul style="list-style-type: none">■ Action plan■ Stakeholder communication template■ Prioritization worksheet■ Market requirements table■ Roles for Effective product teams	<ul style="list-style-type: none">■ Marketing Canvas■ Buyer personas■ Messaging matrix■ Marketing programs calendar	<ul style="list-style-type: none">■ Organizational readiness■ Launch plans■ Sales enablement■ Launch strategy assessment	<ul style="list-style-type: none">■ Pricing plans■ Price segmentation

CERTIFICATIONS

Foundations*, Focus, Design, Build, Market, Launch, Price, Insight (PMC level upgraded with each course certification earned)

* Prerequisite course

CERTIFIED EXPERT BADGES

Product Manager: Foundations, Focus, Build
Product Marketer: Foundations, Market, Launch
Product Master: Foundations, Focus, Design, Build, Market, Launch, Price, Insight

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