

Syllabus (1/ 2)

Week 1:

1. Brief history of Product Launches and the drivers of success
 1. Product Lifecycle
 2. Why most products fail?
 1. Why is Product-Market Fit hard?
 2. Case studies
 3. Assignments
2. Why do markets always win?
 1. Case studies
 2. Assignments
3. What is Product Market Fit?
 1. Identifying Target Markets
 1. Case Studies
 2. Assignments
 2. What is jobs to be done?
 1. Identifying jobs to be done
 2. Case studies
 3. Assignments
4. What is Not Product Market Fit?
 1. Case Studies
 2. Assignments

Week 2:

1. How to identify Market Opportunities?
 1. Identification methods
 2. Case Study
 3. Assignment
2. How to identify unmet needs?
 1. Case studies
 2. Assignment
3. How to understand the share of wallet?
4. How to create the value proposition?
5. How to do market segmentation?
 1. Case study
 2. Assignment
6. How to create Buyer Personas?
 1. Case studies
 2. Assignment
7. How to screen ideas?
 1. Concept Testing theory
 2. Case study

Syllabus (2/2)

Week 3:

1. How to prioritize features?
 1. Needs Hierarchy
 2. Case study
 3. Max-Diff Analysis
2. How to determine Price and Packaging
 1. Conjoint Analysis
 2. Case Studies
 3. Van Westnedorp and Gabor Granger methods
 4. Assignment

Week 4:

1. How to validate your product before launch?
 1. Product Testing concepts
 2. Case study
2. How do you do product launch?
 1. Product Launch Process
 2. Case Study
 3. Assignment
3. How to market your product?
 1. Product Naming
 2. Product Messaging
 3. Product Ad-Testing
 4. Building a customer case study/testimonial

Week 5:

1. How to scale your product post-launch?
 1. Tracking product satisfaction
 2. Asking good questions.
 3. Case study
 4. Assignment
2. How to scale from a product to a platform?
 1. Building ecosystems
 2. Case studies
 3. Assignment
3. How to grow from a Product Manager to an Executive Leader
 1. Communicating Product Strategy
 2. Communicating to Executive Stakeholders
 3. Communicating the Roadmap
 4. Communicating Quarterly Priorities
 5. Communicating Product Vision and Investment
 6. Communicating to the org.
 7. Assignment