

## Knowledge K03 - Training Product Management

### Course Summary

Planning and introducing the right offering at the right time and right price point

### Introduction

Technical training product management encompasses the process of designing, building, operating and maintaining the training offering. Many technology-based companies apply product management techniques to ensure they are creating a training service that motivates and adds value, with the end objective to ensure the customer wants to buy and continues to apply training for business benefit.

Product management also takes into account the current marketing need, position, price and lifecycle management to ensure continued fitness for purpose over time.

This module looks at roles and responsibilities of employees engaged in supporting the process, including details on the specific elements and activities associated in implementing a typical product management lifecycle.

### Topics

- Roles and responsibilities
- Training Product Lifecycle stages
- Go-to-market strategies
- Offerings and modalities
- Packaging and bundling
- Route to market considerations
- ROI versus ROE
- Pricing strategy
- Time to market
- Accreditation, certification or alternative testing

### Prerequisites

Foundation Series