

## **SESSION BY SESSION COURSE SUMMARY:**

1. Marketing Roles, Responsibilities, and Process Links
  - Product Marketing
  - Product Management
  - Inbound vs Outbound Marketing
  - Support Organizations
  - Who is the ultimate customer?
  
2. Understanding the Customer
  - Defining your market space
  - Customer behaviors and preferences
  - What customers can't tell you
  - Segmentation
  - Surveys, focus groups, audits, and relevant statistics
  - Proxies for the customer: competitors, gurus, industry analysts, and the press
  - Customer references
  
3. Designing a New Product
  - Ideation and brainstorming
  - Filtering and refining the product concept
  - What problem are you solving? Gap analysis and "pain points"
  - Defining the target user
  - Understanding the buying process and identifying the buyer
  - Identifying your target markets
  - Developing the right channel
  
4. Value Propositions and Positioning
  - What is a Value Proposition?
  - Developing Business value propositions
  - Creating Consumer value propositions
  - Positioning on value
  - Positioning versus competitors
  - The emotional clincher
  - Tag lines
  
5. Designing and working with the Channel
  - Direct sales
  - Distributors and Retail
  - Value-added resellers
  - Service providers and implementers
  - The Web
  - International considerations
  
6. Working with Engineering and Manufacturing

- Product definition
- Product refinement and evolution
- The five-way tradeoff every product must face
- Involving the Customer in Product decisions
- Understanding Logistics
- Outsourcing and Offshoring

7. Persuading Management

- The Business Case
- Forecasts
- Financials
- Competitive Assessment and Timely Imperatives
- Understanding and using Sales Noise
- Understanding what motivates upper management

8. Visibility and Demand

- Press and analysts
- Viral Marketing
- Blogs and other community-based mechanisms
- Advertising
- The Cool Factor
- WOM and groundswells

9. Optimizing a Product

- Feature evolution
- Segment evolution
- Branding
- Pricing
- Promotions
- Channel specials
- Loyalty programs

10. Product Marketer as CEO training ground

- Visibility into all parts of the business
- Understanding of market dynamics
- Knowing the customers cold
- Developing and tuning the business model
- Becoming the “carburetor” of the revenue engine