BLACKBIRD FOR TRAINING

Introduction to Product Management: Essentials & Practices

28 June – 2 July 2027
Milan (Italy)



Introduction to Product Management: Essentials & Practices

Ref: 322369_197243 **Date:** 28 June – 2 July 2027 **Location:** Milan (Italy) **Fees:** 5200 GBP

Why This Course

In today's competitive business environment, product management has become a critical function for turning ideas into valuable solutions that meet customer needs and support business growth. Product managers are expected to understand users, define clear strategy, align cross-functional teams, and guide products through every stage of the lifecycle. Building strong product management capability is therefore essential for organizations that want to create successful products and stay relevant in changing markets.

This intensive 1-week course provides a comprehensive introduction to product management, covering essential concepts, methodologies, and best practices. Participants will learn how to identify customer needs, develop product strategies, and manage the entire product lifecycle. Through hands-on exercises and real-world case studies, participants will gain practical skills to excel in product management roles.

What You'll Learn and Practice

By joining this program, you will:

- Understand the role of a product manager and key responsibilities.
- Learn to conduct market research and identify customer needs.
- Develop product strategies and create effective product roadmaps.
- Master the basics of agile product development and prioritization.
- Gain skills in stakeholder management and cross-functional collaboration.
- Learn how to measure product success and iterate based on feedback.

The Program Flow

Day 1: Introduction to Product Management

- What is product management.
- The role of a product manager.
- Product lifecycle management.
- Key product management frameworks.



Day 2: Customer Discovery and Market Research

- Understanding customer needs and pain points.
- Conducting effective user interviews.
- Analyzing market trends and competition.
- Creating user personas and journey maps.

Day 3: Product Strategy and Roadmapping

- Developing a product vision and strategy.
- Creating and maintaining product roadmaps.
- Prioritization techniques such as RICE and Kano model.
- Agile product planning and backlog management.

Day 4: Product Development and Launch

- Agile development methodologies.
- Writing effective user stories and requirements.
- Collaborating with design and engineering teams.
- Planning and executing product launches.

Day 5: Product Analytics and Iteration

- Defining and tracking key product metrics.
- A/B testing and experimentation.
- Gathering and analyzing user feedback.
- Iterating and improving products post-launch.

Individual Impact

- Strengthen your understanding of core product management principles and responsibilities.
- Enhance your ability to identify customer needs and translate them into product decisions.
- Build stronger skills in strategy, prioritization, and roadmap development.
- Gain practical confidence in working with stakeholders and guiding products from concept to launch.

Work Impact

- Improve product planning and decision-making across teams and functions.
- Strengthen alignment between customer needs, product strategy, and business objectives.
- Support more effective collaboration between product, design, engineering, and leadership.
- Enhance the organization’s ability to launch and improve products in a structured and customer-focused way.



Training Methodology

This program integrates product management frameworks, practical application, and market-focused learning to ensure real-world relevance and immediate professional value. Learning methods include:

- Real-world case studies on product strategy, development, and launch.
- Practical exercises in customer discovery, prioritization, and roadmap creation.
- Interactive workshops on agile planning, stakeholder collaboration, and product metrics.
- Group discussions on product challenges, user feedback, and iteration strategies.
- Frameworks and tools for applying effective product management practices in professional settings.

Beyond the Course

Upon completion, participants will be better equipped to manage products with greater confidence, structure, and strategic awareness. They will return ready to:

- Build stronger product strategies grounded in customer insight.
- Create and manage roadmaps more effectively.
- Collaborate better with cross-functional teams throughout the product lifecycle.
- Measure product performance and use feedback to drive continuous improvement.

