Product Manager Certification PMC Training Course

25 – 29 October 2027
Baku (Azerbaijan)



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Ref: 322371_197348 **Date:** 25 – 29 October 2027 **Location:** Baku (Azerbaijan) **Fees:** 5200 GBP

Why This Course

In today's competitive business environment, product managers are expected to play a critical role in shaping strategy, guiding execution, and ensuring that products deliver real value to customers and the organization. Success in product management requires more than technical understanding. It demands market insight, strong collaboration, data-driven thinking, and the ability to lead products through every stage of the lifecycle.

This intensive 1-week Product Manager Certification course equips participants with the essential skills and knowledge to excel in product management roles. Through a combination of theoretical concepts and practical applications, attendees will learn to develop product strategies, manage product lifecycles, and lead cross-functional teams effectively.

What You'll Learn and Practice

By joining this program, you will:

- Develop comprehensive product strategies aligned with business goals.
- Master product lifecycle management from ideation to retirement.
- Enhance cross-functional collaboration and stakeholder management skills.
- Apply data-driven decision-making techniques to product development.
- Implement agile methodologies for efficient product delivery.
- Cultivate leadership skills essential for successful product management.

The Program Flow

Day 1: Foundations of Product Management

- Introduction to product management principles.
- Understanding the product manager's role and responsibilities.
- Product lifecycle overview.
- Developing a product vision and strategy.



Day 2: Market Research and Product Planning

- Conducting effective market research.
- Identifying customer needs and pain points.
- Creating and prioritizing product roadmaps.
- Defining and validating product requirements.

Day 3: Product Development and Execution

- Agile methodologies for product development.
- Managing the product backlog.
- Collaborating with design and engineering teams.
- Product launch planning and execution.

Day 4: Data-Driven Product Management

- Key metrics for product success.
- Implementing analytics and user feedback loops.
- A/B testing and experimentation.
- Making data-informed product decisions.

Day 5: Product Leadership and Career Development

- Stakeholder management and communication.
- Building and leading high-performing product teams.
- Navigating organizational politics.
- Career progression in product management.

Individual Impact

- Strengthen your understanding of modern product management principles and practices.
- Enhance your ability to build product strategies and manage the full product lifecycle.
- Develop stronger skills in market analysis, prioritization, and agile execution.
- Gain greater confidence in leading product discussions and influencing stakeholders.

Work Impact

- Improve product planning and delivery across teams and business functions.
- Strengthen alignment between customer needs, business goals, and product execution.
- Support better collaboration between product, design, engineering, and leadership teams.
- Enhance the organization’s ability to make smarter product decisions using data and feedback.



Training Methodology

This program combines practical product management tools, strategic thinking, and real-world application to ensure immediate professional value. Learning methods include:

- Real-world case studies on product strategy, planning, and execution.
- Practical exercises in roadmap creation, prioritization, and requirement validation.
- Interactive workshops on agile delivery, analytics, and stakeholder communication.
- Group discussions on product leadership, collaboration, and career growth.
- Frameworks and tools that can be applied directly in product management roles.

Beyond the Course

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

- Build stronger product strategies and roadmaps.
- Apply data-driven approaches to product decisions.
- Lead cross-functional collaboration more effectively.
- Support successful product delivery across the full lifecycle.

