Ethical Considerations in Product Management Training

9 – 13 August 2027
Casablanca (Morocco)



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Ref: 322377_197610 **Date:** 9 – 13 August 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Why This Course

In today's digital environment, product managers are increasingly expected to look beyond features, timelines, and growth targets. They must also consider how products affect users, how data is handled, how decisions shape trust, and what broader impact products may have on people and society. Ethical product management is no longer optional. It is a core part of building responsible, sustainable, and successful products.

This intensive 1-week course equips product managers with the knowledge and skills to navigate ethical challenges in product development. Participants will learn to balance business objectives with user well-being, privacy concerns, and societal impact. Through case studies, discussions, and hands-on exercises, attendees will develop a framework for ethical decision-making in product management.

What You'll Learn and Practice

By joining this program, you will:

- Understand key ethical principles in product management.
- Develop strategies for integrating ethics into the product development lifecycle.
- Learn to conduct ethical impact assessments.
- Master techniques for balancing business goals with ethical considerations.
- Gain skills in ethical decision-making and stakeholder communication.

The Program Flow

Day 1: Foundations of Ethical Product Management

- Introduction to ethics in product management.
- Key ethical principles and frameworks.
- The role of product managers in ethical decision-making.
- Case studies in ethical product development.

Day 2: Ethical Considerations in Product Design

- User privacy and data protection.
- Accessibility and inclusive design.
- Avoiding bias and discrimination in products.
- Ethical AI and machine learning considerations.



Day 3: Integrating Ethics into Product Development

- Ethical impact assessments.
- Incorporating ethics into the product lifecycle.
- Stakeholder engagement and communication.
- Building an ethical product culture.

Day 4: Balancing Business and Ethics

- Ethical monetization strategies.
- Transparency in product marketing and communication.
- Managing ethical dilemmas and trade-offs.
- Measuring ethical impact and success.

Day 5: Practical Application and Future Trends

- Hands-on ethical decision-making exercises.
- Emerging ethical challenges in technology.
- Creating an ethical product roadmap.
- Personal action planning for ethical product management.

Individual Impact

- Strengthen your ability to recognize and address ethical issues in product decisions.
- Enhance your skills in balancing commercial goals with user trust and social responsibility.
- Build stronger confidence in discussing ethical trade-offs with stakeholders.
- Gain practical tools for making more thoughtful and responsible product decisions.

Work Impact

- Improve product decision-making through stronger ethical awareness and structured evaluation.
- Strengthen user trust by supporting better privacy, transparency, and inclusivity practices.
- Help the organization reduce ethical risk in product development and delivery.
- Support a more responsible product culture that aligns innovation with long-term value.

Training Methodology

This program combines ethical frameworks, practical product scenarios, and applied discussion to ensure strong professional relevance and real workplace impact. Learning methods include:

- Real-world case studies on ethical product decisions and technology challenges.
- Practical exercises in ethical impact assessment and decision-making.
- Interactive workshops on privacy, accessibility, bias, and responsible product strategy.
- Group discussions on stakeholder communication, trade-offs, and organizational culture.
- Frameworks and tools for applying ethical thinking across the product lifecycle.



Beyond the Course

Upon completion, participants will be better equipped to approach product management with greater clarity, responsibility, and confidence. They will return ready to:

- Make product decisions with stronger ethical judgment.
- Apply ethical practices across design, development, and launch activities.
- Communicate ethical considerations more effectively with teams and stakeholders.
- Support products that are not only successful, but also responsible and trustworthy.

