

Product Manager, the job



MPGP-71 2 Days (14 Hours)

Description

Appropriate the best tools and methods essential to the product manager function. Coordinate the actions necessary for launching and monitoring new products. Manage the product portfolio and the performance of the marketing mix.

Who is this training for ?

For whom

Newly promoted product managers, market managers, brand managers, beginners or experienced.

Prerequisites

Aucune

Training objectives

- Identify the roles and missions of the product manager
- Develop the synergy between the marketing and sales departments
- Collect information from different monitoring sources
- Carry out a diagnosis on the product
- Master the marketing mix
- Build and manage the marketing plan product

Training program

Rôle, missions et compétences du chef de produit

- Definitions of marketing.
- The new concepts of marketing: towards interactive marketing.
- The marketing approach: market, needs, products, segmentation, targeting, positioning , marketing mix.
- The scope of marketing.
- The different types of marketing: product, relational, to one, interactive.
- Communication viral.
- The job definition.
- The versatility of the product manager.
- The evolutions of the position.
- The three missions keys: analyze, recommend, implement.
- The key success factors.
- Practical work Brainstorming on the different missions of the product manager.

Véritable interface interne et externe

- The product manager: a team mobilizer.
- Marketing-sales synergy: best practices.
- The advertiser-agency relationship.
- The agency brief: funnel method.
- The evaluation grid following the brief.
- Practical work Group reflection on existing practices in marketing/sales relations within companies and search for ways of optimization.

La connaissance de son marché

- Analysis of the business environment: PESTEL.
- Macroeconomic analysis.
- The marketing plan.
- The different sources of monitoring.
- The search for external issues.
- Analysis and classification of competitors.
- Porter's force analysis.
- The identity sheet of each competitor.
- Benchmarking or calibration.
- Practical work Analytical work on Porter's forces in the context of the company of each intern.
- Exchanges.

Collecter l'information

- Internal and external sources of information.
- Choice of the type of study.
- Qualitative and quantitative studies.
- Permanent panels: usefulness and methodology of use.
- Customer satisfaction studies.
- Documentary, marketing, customer satisfaction studies, usage tests, studies audience.

Le diagnostic sur le produit

- Pareto analysis of the customer portfolio.
- The BCG matrix (Boston Consulting Group).
- Product life cycle analysis.
- The performance monitoring dashboard.
- Summary of internal and external analysis: SWOT.
- Practical work Based on a case, develop a BCG and SWOT matrix.

Elaborer la stratégie marketing

- Set strategic objectives.
- SMART objectives.
- Define your objectives by product pair/segment.
- Product strategies in course of the life cycle.
- The segmentation phase: B to B and B to C criteria.
- RFM segmentation (Recency, Frequency, Amount of purchases).
- The targeting phase: selection criteria, possible strategies.
- Positioning: definition, positioning criteria.
- Positioning opportunities.
- Types and mapping.
- Choose the activities to develop, maintain and abandon.
- Analyze the attractiveness of a market.
- The Mc Kinsey model.
- Practical work Carry out a positioning mapping.
- Select segmentation criteria and present your segmentation based on the total population (segmentation of the offer and/or request).

La parfaite maîtrise du marketing mix

- The mix: consistency and optimization of the mix.
- Define the criteria for evaluating product quality.
- Know the life curve of a product.
- Identify the characteristics of the product mix.
- Study the brand: the different types, functions, protection.
- Price setting strategy.
- The factors that influence the price.
- Calculate the elasticity coefficient, the acceptance price, the break-even point and the break-even point.
- Evaluate the sales channels.
- Make the product available to the final consumer.
- Select a distribution channel.
- The distribution contract.
- Know the different communication tools and methods.
- Carry out promotional operations: street marketing, public relations, sports sponsorship, patronage.
- Communication through the power of sales: creation of "sales" kit.
- Practical work Write a mix in sub-groups based on one or two concrete cases proposed by the trainees.

Construire le plan marketing

- Determine the content of the marketing plan.
- Define one- and three-year objectives.
- Present and plan the action plan.
- Operationally implement the plan.
- Monitor and control actions: prepare your dashboard.
- Implement corrective actions.
- Work practices Work on building a marketing plan.