PRAGMATIC MARKETING

Course Navigator

Who would benefit from which course?

Foundations

Implement a proven, practical blueprint for being market-driven.

Key deliverables covered: The Pragmatic Marketing Framework, gap analysis and positioning

Who should take this course: Everyone. This is the course that lays the foundation for your company to move toward a market-driven culture; the more departments in attendance, the smoother and faster the cultural shift within the organization

Common titles in attendance:

Product Manager
Product Marketing Manager
Business Analyst
Development Manager
CEO
Solution Marketer
Sales Manager
Vice President
Designer
Product Strategist
Market Manager
Marketing
Launch Manager
Architects
CFO
Product Owner
Business Development
Operations
CPO
Solution Manager
CMO
User Experience
Engineer
CTO
Customer Experience
Sales

Focus

Use market data to identify and present the right product strategies.

Key deliverables covered: Business plans and product roadmaps

Who should take this course: Anyone responsible for creating, guiding or approving product direction and strategy

Common titles in attendance:

Product Manager
Product Owner
Product Analyst
Product Strategy
Director of Innovation
Product Consultant
CMO
Market Researcher
VP Product/Technology
CFO
CTO
VP Marketing
Product Marketing Manager

Build

Align product and development teams to build remarkable products.

Key deliverables covered: Prioritized project list/backlog and requirements/user stories

Who should take this course: Anyone responsible for writing, prioritizing, working with or consuming requirements

Common titles in attendance:

Product Manager
Product Owner
Business Analyst
Scrum Master
Development
Engineering
Technical Product Manager
Architect
Technical Services
Technology Strategist
UX Designer
Research & Development
Quality Assurance

Market

Focus your team on the marketing strategies that deliver results.

Key deliverables covered: Buyer profiles, buyer journey maps and marketing plans

Who should take this course: Anyone responsible for setting go-to-market strategies

Common titles in attendance:

Product Marketing Manager
Marketing Communications
Solution Marketers
Industry Managers
Vertical Marketers
CMO
Marketing Specialist
Brand Manager
Marketing Manager
Corporate Communications
Product Manager

Launch

Ensure that launches are effectively planned, executed, supported and measured across the organization.

Key deliverables covered: Launch plans, sales enablement tools and channel training

Who should take this course: Anyone with product launch or sales enablement responsibilities

Common titles in attendance:

Product Marketing Manager
Product Manager
Sales Management
Sales Operations
Channel Marketing
Sales Engineer
Marketing Comm. Manager
Corporate Communications
Marketing Specialist
Business Development
Marketing Manager
Project Manager

Price

Set the right price for each product in the market.

Key deliverables covered: pricing structure, packaging options and pricing plans

Who should take this course: Anyone who makes or influences pricing decisions

Common titles in attendance:

Product Manager
Product Marketing Manager
Sales Management
Sales Operations
Financial Analyst
Pricing Specialist
Operations
Product Strategy

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