

Management for Professionals

Gabriel Steinhardt

# The Product Manager's Toolkit<sup>®</sup>

Methodologies, Processes, and Tasks  
in Technology Product Management

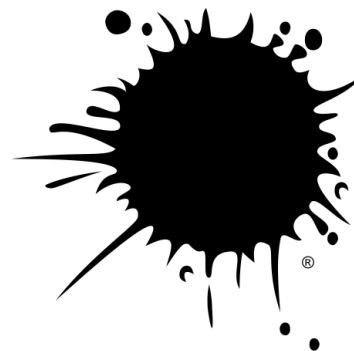
*Second Edition*

 Springer

# Blackblot Procedural

# Requirements Management™

## Course Syllabus



### Course Description

**Blackblot Procedural Requirements Management™ (PRM)** – This advanced practical course in product planning provides attendees with the knowledge, skills, and tools to effectively identify and articulate market and product requirements, create use cases, prioritize product features, participate in product delivery, and assume role responsibilities.

This training program applies to product management professionals of all levels.

All course materials are in the English language

### Blackblot Training Package

Each Blackblot training attendee receives at no extra charge a training package which includes:

- Digital copy of *The Product Manager's Toolkit: Methodologies: Processes and Tasks in Technology Product Management* second edition book.
- Account to the *Blackblot Product Manager's Toolkit®* (PMTK) professional template collection.
- Account to the *Blackblot Product Management Professional™* (BPMP) product planning certification test.
- Account to the *Blackblot Psychometric Test™* (BPT) psychometric tests.
- Lifetime free and unlimited updates and upgrades to PMTK.
- Digital course slides booklet and action plan.
- Digital copy of the official course certificate of completion.

### PRM Course Agenda

#### I. Introduction

- Product Planning
- Definitions
- Necessities
- Entities

#### II. Product Delivery Process

- Key Documents
- Roles and Responsibilities
- Internal Delivery Process

#### III. Market Requirements Document

- Building the MRD
- Users and Personas
- Blackblot Product Frames Model
- Understanding Market Requirements

- Writing Market Requirements
- Writing the MRD
- MRD Structure
- Better Market Requirements
- Requirement Categories
- Use Cases
- Planning Process Obstacles
- Product Requirements Document (PRD)
- Features Matrix

#### IV. Summary

- Apple Past Experiences
- Master Templates
- Product Planner Profile
- Product Architect Profile
- Key Lessons

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## **The Product Manager's Toolkit®**

Methodologies, Processes, and Tasks in Technology Product Management, *Second Edition*

This book provides a consistent and holistic managerial approach to product management and presents a practical and comprehensive methodology (roles, processes, tasks, and deliverables) that covers all aspects of product management. It helps students of product management, product management practitioners, product management organizations, and corporations understand the value, theory, and implementation of product management. It outlines a practical approach to clarify role definitions, identify responsibilities, define processes and deliverables, and improve the ability to communicate with stakeholders. The book details the fundamentals of the Blackblot Product Manager's Toolkit® (PMTK) product management methodology, a globally adopted best practice.

**Management /  
Business for Professionals**

ISBN 978-3-319-49997-0



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