

Management for Professionals

Gabriel Steinhardt

The Product Manager's Toolkit®

Methodologies, Processes, and Tasks
in Technology Product Management

Second Edition

 Springer

Blackblot Strategic Product Marketer™ Course Syllabus

Course Description

The **Blackblot Strategic Product Marketer™** (SPMK) course is a one-day advanced training program designed to equip product managers and product marketing professionals with practical, methodology-based tools for strategic product marketing.

Delivered through an interactive format, the course applies the globally adopted **Blackblot Product Manager's Toolkit®** (PMTK) methodology to teach participants how to effectively market products in a market-driven organization.

Participants will explore the foundations of strategic product marketing, focusing on the marketing domain, product marketing methods, and the role of the product marketer.

The course progresses through key fundamentals, including market segmentation, B2B buyer personas, and market research. Building on this foundation, it introduces essential and advanced concepts in value creation, competitive differentiation, and product positioning.

Attendees will develop an understanding of both basic and advanced value propositions and learn to craft strategic marketing collateral, including unique selling propositions and sales axioms.

By the end of the course, participants will be able to construct a comprehensive strategic product marketing outline that emphasizes superior perceived value and a competitive advantage.

This course is ideal for professionals seeking to deepen their expertise in strategic product marketing through a structured, proven methodology.

Who Should Attend

- *Product Marketers* – Professionals defining product positioning, messaging, and differentiation within competitive markets.
- *Product Managers* – Practitioners involved in go-to-market planning who seek structured methods for collaboration with marketing teams.
- *Marketing Professionals* – Specialists focusing on product communication and strategic messaging to enhance clarity and market impact.

Key Outcomes for Participants

- Develop B2B buyer personas to guide messaging
- Understand the role of strategic product marketing
- Apply segmentation to define and assess target markets
- Distinguish between basic and advanced value propositions
- Create positioning and messaging aligned with market needs
- Define competitive advantage using a structured methodology
- Build a marketing outline focused on superior perceived value and differentiation

Blackblot Training Package

- Blackblot PMTK® templates account, lifetime access, and updates
- Digital course slides and action plan
- Official digital certificate

Registration and Pricing

To register or inquire about group rates and private sessions, contact info@blackblot.com

Course Syllabus (Day One)

Session 1: Core Principles of Product Marketing

- Introduction
- Marketing Domain
- Product Overview
- Product Marketing Methods
- Product Marketer Profile

Session 2: Strategic Product Marketing Fundamentals (Value Emphasis)

- Target Market and Segmentation
- Market Research
- Overall Market
 - Market/Customer Segmentation
 - Market/Product Segmentation
- B2B Buyer Persona

Session 3: Basic Strategic Product Marketing

- Target Market
- Basic Value Concept
- Basic Differentiation
- Basic Strategic Product Marketing – Summary
- Collateral Matrix

Session 4: Advanced Strategic Product Marketing

- Advanced Value Concept
 - Resultant Value Proposition
 - Relative Value Proposition
- Advanced Differentiation
 - Advanced Competitive Advantage
 - Promise of Corporate Quality
 - Promise of Product Quality
 - Advanced Product Positioning
- Advanced Value Documents
 - Sales Axioms
 - USP (Unique Selling Proposition)
- Superior Perceived Value

Session 5: Course Recap and Summary

- Course Recap
- Summary

Management for Professionals

Gabriel Steinhardt

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



► springer.com