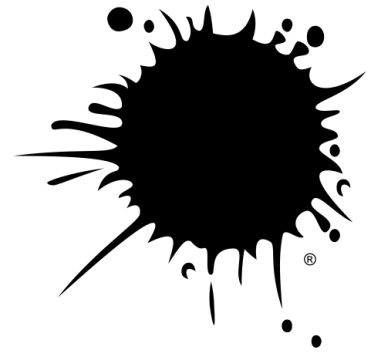


Blackblot Strategic

Product Marketer™

Course Syllabus



Course Description

Strategic Market Planning™ (SMP) - This one-day advanced seminar presents attendees with a practical and interactive learning experience and provides the necessary knowledge, skills and tools to plan and manage strategic marketing activities at technology companies. Companies operate in dynamic and complex environments that impact their ability to be profitable. Consequently, it only makes sense to pre-plan the direction of product marketing so that the marketing activities to increase their effectiveness. This seminar explores key concepts and processes used in formulating plans that shape the resulting marketing efforts; i.e., market plans.

Blackblot Training Package

Each Blackblot training attendee receives at no extra charge a training package which includes a free digital copy of the "The Product Manager's Toolkit: Methodologies, Processes and Tasks in Technology Product Management" 2nd edition book, free online hosted copy of Blackblot Product Manager's Toolkit® (PMTK) professional template collection, lifetime free and unlimited updates and upgrades to PMTK, one-time free registration to each of the available Blackblot Product Management Professional™ (BPMP) certification tests in product marketing and management and Blackblot Psychometric Test™ (BPT) psychometric tests, cloth carry bag, digital slides booklet and action plan, membership in the "Blackblot Alumni" career networking group, and digital copies of the official course certificate of completion. All course materials are in the English language.

SMP Seminar (Day One)

I. Introduction

- Product Management Domain
- Product Management Definitions
- Program Management
- Roles and Goals
- Team Model

II. Corporate Strategy Mix

- Product Overview
- Product Delivery Strategies
- Market Segmentation

III. Marketing Domain

- Concept of Marketing
- Marketing Disciplines
- Blackblot Marketing Model
- Product Marketing Methods
- Corporate Organizational Structures
- Marketing and Plans
- Marketing Domain Summary

IV. Market Planning

- Definitions
- Value Concept
- Competitive Advantage
- Corporate Quality
- Product Quality
- Product Positioning
- Value Documents

V. PMTK Value-Marketing Model

- Market Plan
- PMTK Marketing Messages Model
- Marketing Strategy

VI. Summary

- Master Templates
- Product Marketer Profile
- Key Lessons