



**How** do you stand out from the crowd as a Product Manager? The best way to differentiate yourself as a Product Manager and show that you are a professional who truly understands this discipline is to obtain a Certified Product Manager® (CPM®) credential from AIPMM. The ability to create a clear competitive edge is critical in your career in Product Management.

This CPM® certification training prep course will provide you the necessary knowledge and insight you need to demonstrate your proficiency in Product Management to your company and colleagues. It will prepare you to understand and master the strategies, methodologies, and techniques to become a Certified Product Manager (CPM®). This will demonstrate that you understand both the basic and the high-level strategic functions of Product Management.

AIPMM's Certified Product Manager® program was developed to focus on key activities needed to lead interdisciplinary teams to achieve exceptional product outcomes. It breaks through industry barriers to set the standard with proven methods and processes. By preparing to take the CPM® certification exam, you will cultivate core thinking and skills that can be applied to any product at any time during any phase of the product life cycle.

This course allows you to thoroughly prepare for and take the prestigious industry-standard AIPMM CPM® certification exam. It contains everything you need to master the material and be ready to become certified. This course is AIPMM ProdBOK® Approved.

By earning the AIPMM CPM® credential, you will:

- ✔ Demonstrate a thorough understanding of theoretical and practical product management strategies, concepts, principles and terminology
- ✔ Be able to evaluate and implement every aspect of the product management strategy and process, including new product development through product end-of-life in both start-up companies through Fortune 500 companies.

### Course includes the following:

- Instructor-led training at preferred customer site
- Web-based training you can access from anywhere for 90 days
- Printed course handbook
- Practice quizzes and exam questions to prepare for certification exam
- Copy of ProdBOK Guide (\$65 value per person)
- AIPMM CPMM® certification exam fee (\$395 value per person)
- AIPMM standard membership (\$150 value per person), which includes single-user license for product management lifecycle templates, whitepapers and reference books from the 280 Group (\$99 value per person) and much more



Stand out from the crowd. Prove your mastery of Product Management strategies, methodologies and techniques to achieve exceptional product outcomes. Get a great promotion, raise or new job. Accelerate your career. Price includes training course, templates, guides, tools, AIPMM membership, and corresponding certification exam fee. This course will easily pay for itself with your next job promotion, performance review or new job.

### **Benefits to Product Managers:**

- Gain knowledge and critical skills in Product Management at home or office
- Validate your expertise in Product Management
- Advance your career in Product Management
- Differentiate yourself from others
- Get a great new job or promotion
- Open up new opportunities in growing markets
- Increase your salary dramatically over your entire career
- Thoroughly prepare to take the CPM® certification exam

### **Benefits to Executives, VPs/ Directors of Product Management**

- Increase team skill sets and effectiveness
- Help your employees grow their careers
- Increase team satisfaction
- Ensure planning efforts are aligned with business, market and growth strategy

### **Benefits to HR Departments & Training Professionals**

- Provides employees with a widely-respected credential
- Eliminates the cost of bringing a trainer onsite or sending attendees to training
- Affordable comprehensive training that can be started anytime anywhere

### **Comprehensive training course includes everything you need**

- Instant access to on demand self-paced training until successful completion of the exam
- Instant access to study guide
- Instant access to AIPMM glossary of terms used in the exam
- Access to archived instructor-led sessions after they are delivered for review



### **Earn the industry-standard prestigious AIPMM certification**

- Includes the Certified Product Manager (CPM®) certification exam fee
- Stand out from other Product Managers
- Show that you are an expert in Product Management
- Prove that you have mastered both theoretical and practical as well as strategic and tactical concepts

### **Review and practice as much as you need to ensure mastery of the material**

- The sample quizzes and practice test included can be taken as many times as you want until you are sure you are ready for the certification exam
- Automatically calculated test scores with ability to review and see what the correct answers are
- Course handbook and study guide to follow along with the training presentations and take notes
- Review the included sample essay questions to get an idea of what to expect on the AIPMM exams

### **Who Should Attend**

This course is designed for product managers, product marketing managers and brand managers who want to understand strategies, methodologies and tools to plan, manage and market successful products and improve their productivity. It is also for those interested in preparing to take the AIPMM Certified Product Manager (CPM®) certification exam.

### **Instructor-Led On-Site Training**

This training program defines the role of product management and discusses how product managers contribute to create value within an organization. Participants will obtain actionable knowledge to plan and manage your organization's goods and services and market them effectively. It also discusses key deliverables to plan, manage and market your organization's goods and services. It will take you step-by-step through the AIPMM Body of Knowledge (ProdBOK®). You'll learn the value of defining and implementing a formal product planning process in a cohesive, orderly fashion. This course is highly recommended for product professionals planning who want to thoroughly prepare to take the AIPMM CPM® certification exam. The certification exam is administered during the last two hours of the course.

## Course Agenda

The following topics are covered in the on-site training sessions:

Session No.	Topics	Time / Length & Deliverables
<b>Day 1</b>	<ol style="list-style-type: none"> <li>1. Overview</li> <li>2. Exam Guidelines</li> <li>3. Introduction to Product Management and Marketing <i>To discuss what is product management, product marketing, what is difference between them, what roles do each play in the organizational lifecycles function that has inbound and outbound</i></li> <li>4. Product Life Cycle Management Process <i>This section provides an overall view of product lifecycle and discusses the role of product management and product marketing from conceives to retire. Product Management is responsible from conceives to launch; looking internally for cost control and monitor the profit. Many refer to inbound (product development) and outbound (product marketing) functions. And Inbound product management (aka inbound marketing) is the "radar" of the organization and involves absorbing information like customer research, competitive intelligence, industry analysis, trends, economic signals and competitive activity as well as documenting requirements and setting product strategy. In comparison, outbound activities are focused on distributing or pushing messages, training sales people, go to market strategies and communicating messages through channels like advertising, PR and events. In many organizations the inbound and outbound functions are performed by the same person</i></li> <li>5. New Product Development <i>In business and engineering, new product development (NPD) is the complete process of bringing a new product to market. New product development is described in the literature as the transformation of a market opportunity into a product available for sale[1] and it can be tangible (that is, something physical you can touch) or intangible (like a service, experience, or belief)</i></li> <li>6. Commercialization <i>Product Lifecycles Stages - Introduction, Growth, Maturity, Decline, Withdrawal. Six sigma, lean methodology</i></li> <li>7. Strategic Planning <i>Strategic planning is essential for organizational success. There is no one model of strategic planning. However, the strategic planning process should include a situational analysis. This consists of looking at the current external and internal environment the organization finds itself in, formulating organizational objectives and strategies based upon the environmental assessment, and developing procedures to implement and evaluate the strategic plan. Strategic plans for business organizations often cover a three-to-five year period, but if the business or its environment is highly dynamic, a shorter period may be advisable.</i></li> <li>8. Practice Questions</li> </ol>	<p>08:30 – 17:00 p.m.</p> <p>Marketing Requirement Documents. Product Requirement Documents Functional and Impact Requirements Design Specification Functional Specification Services Innovation</p>
<b>Day 2</b>	<ol style="list-style-type: none"> <li>1. Value Creation <i>Value creation is the primary aim of any business entity. Creating value for customers helps sell products and services and this section we discuss the value creation process for products or services as well as the extended chain of companies delivering the complete solution to your customers and how to develop and nurture your extend value chain to leverage and support your internal resources.</i></li> <li>2. Product Management Toolbox <i>A review of some of the tools that product managers can use. Pricing Strategies, Porter's 5 Forces, BCG, Ansoff Marketing Matrix, Customer input ... etc</i></li> </ol>	<p>08:30 – 17:00 p.m.</p> <p>Supply Chain Analysis Product Development Roadmap Product Retire Plan, Marketing Mix Modelling Extended Marketing Mix - 7P - Physical Evidence, People and Process.</p>



The Association of International  
Product Marketing and  
Management

## 3-Day Certified Product Manager (CPM®) Prep Course & Exam



	<p><b>3. Understanding Goods &amp; Services</b> <i>Define the product and different level of a product from a customer perspective and how their expectation and differences in them impact the product requirement. And understand the concept and difference of a product lines, product mix and product extension.</i></p> <p><b>4. Market Research</b> <i>Marketing research is "the process or set of processes that links the consumers, customers, and end users to the marketer through information — information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications." It is the systematic gathering, recording, and analysis of qualitative and quantitative data about issues relating to marketing products and services. The goal of marketing research is to identify and assess how changing elements of the marketing mix impacts customer behavior. The term is commonly interchanged with market research; however, expert practitioners may wish to draw a distinction, in that market research is concerned specifically with markets, while marketing research is concerned specifically about marketing processes.</i></p> <p><b>5. Marketing Mix</b> <i>Review the 4P Marketing mix and discuss the extended marketing mix. And learn how to get the right combination of place, price, product, and promotion in your business. and may also discuss the Shumizi 4C (Consumer's, Cost, Communication and Convenience) and 7'C Compass which is an extend of 4C with Corporation, Commodity Consumer's, Cost, Communication, Channel, Circumstances; and in the digital age, People, Participate, Personalize, Product, Process, Pay, Partner</i></p> <p><b>6. Practice Questions</b></p>	
<b>Day 3</b>	<p><b>7. Product Decisions</b> <i>Discuss the various important elements or attributes of products when defining a product, and how these decisions build up a Business Case Document as well as financial justification for the product and the expected ROI.</i></p> <p><b>8. Pricing</b> <i>Discuss the various Pricing / Costing Strategies when selling a product or service. The price (COST) can be set to maximize profitability for each unit sold or from the market overall. It can be used to defend an existing market from new entrants, to increase market share within a market or to enter a new market. Businesses may benefit from lowering or raising prices, depending on the needs and behaviors of customers and clients in the particular market. Finding the right pricing strategy is an important element in running a successful business with reference to the Marketing Mix Consideration.</i></p> <p><b>9. Product Positioning</b> <i>Product differentiation and positioning are key parts of a company's marketing strategy and are necessary to keep ahead of competition. They also require an innovative spirit coupled with careful analysis</i></p> <p><b>10. Exam Review</b></p> <p><b>11. Practice Questions</b></p> <p><b>12. CPM® Certification Exam</b></p>	<p>08:30 – 17:00 p.m. Business Case Requirement / Document. Financial Justification. Pricing Formula / Strategies.</p>

The exam review provides access to key topics, definitions, quizzes, and a practice exam to prepare participants for the CPM® certification exam.



### AIPMM Certification Exam

The AIPMM Certified Product Manager (CPM®) certification exam assesses the Product Manager's expertise in understanding processes and key roles needed to plan and implement goods and services that achieve profitability in the marketplace.

The ability to assess licensing opportunities, goods or service enhancements, make recommendations for mergers and acquisitions or withdrawing the goods or services from the portfolio is also measured.

The online CPM® certification exam is comprised of 120 multiple-choice and a few essay questions that measure product management skills and knowledge in the following key areas:

1. Tools & Measurements [5%]
2. Strategy [10%]
3. New Product Development methodology [10%]
4. Teams, People & Organizational Issues [15%]
5. Marketing Research, Business Plans & Documentation Processes [25%]
6. PLM with an emphasis on effective, real-world decision-making [35%]

The online CPM® certification exam is two hours long. A score of 74% or higher is required to pass. For more information about the certification exam, contact [certification@aipmm.com](mailto:certification@aipmm.com).