

# PRODUCT MARKETING

Welcome to the world of strategic product marketing!

In a rapidly evolving business landscape, the ability to effectively market products is a key driver of success. Whether you're a seasoned marketing professional looking to enhance your skills or a budding entrepreneur seeking a competitive edge, our Product Marketing Course is designed to empower you with the knowledge and tools needed to excel in this dynamic field.



**Discover**  
*What Our School  
Has to Offer!*

# Course Highlights and Objectives:

- **Strategic Insights:** Gain a deep understanding of market dynamics, consumer behavior, and competitive landscapes to develop targeted and impactful marketing strategies.
- **Hands-On Learning:** Engage in real-world case studies, interactive simulations, and practical exercises to apply theoretical concepts and build a robust skill set.
- **Cross-Functional Collaboration:** Learn how to collaborate seamlessly with product development, sales, and other departments to create cohesive and successful product launches.
- **Digital Marketing Mastery:** Harness the power of digital channels with in-depth modules on social media marketing, content strategy, and online advertising to maximize your product's online presence.
- **Data-Driven Decision Making:** Explore the role of data in product marketing, from market research to analytics, and discover how to leverage insights for informed decision-making.



# Why Choose Our Course:

- Industry-Experienced Instructors: Learn from seasoned professionals with a wealth of experience in product marketing.
- Practical Approach: Our hands-on learning approach ensures you can apply your knowledge immediately in real-world scenarios.
- Networking Opportunities: Connect with fellow professionals and expand your professional network through collaborative projects and discussions.

# Who Should Attend:

- Marketing professionals seeking specialization in product marketing
- Entrepreneurs and business owners aiming to enhance their product promotion skills
- Anyone interested in a career in product management or marketing



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# DURATION

2 -3 Months

# Prerequisite

## Laptop:

4GB RAM at least with Core 2 Duo/Core i3 and above is good for the program

# LEARNING MODEL



**TUTOR-LED  
PHYSICAL CLASSES**



**COLLABORATIVE & INTERACTIVE  
LEARNING**



**INDIVIDUAL & GROUP  
BASED PROJECTS**



**VIRTUAL CLASS**



# About Syllabus

This course is designed to provide students with a comprehensive understanding of product marketing principles and practices. Through a combination of theoretical concepts, case studies, and practical exercises, students will develop the skills necessary to successfully market products in today's dynamic business environment. Topics covered include market research, product positioning, branding, pricing strategies, promotional tactics, and effective communication.

## Course Duration

- 2 - 3 months



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# SYLLABUS

## **Week 1: Introduction to Product Marketing**

- Overview of Product Marketing
- Role of Product Marketer in the Organization
- Distinction between Product Marketing and General Marketing
- Key Concepts and Terminology

## **Week 3: Product Positioning and Target Audience**

- Defining Product Positioning
- Identifying and Understanding Target Audience
- Creating Customer Personas
- Crafting Unique Selling Proposition (USP)

## **Week 2: Market Research and Analysis**

- Importance of Market Research in Product Marketing
- Types of Market Research
- Conducting Market Surveys and Interviews
- Analyzing Competitor Landscape

## **Week 4: Branding and Identity**

- The Role of Branding in Product Marketing
- Building a Strong Brand Identity
- Brand Messaging and Storytelling
- Brand Guidelines and Consistency

## **Week 5: Pricing Strategies**

- Pricing Fundamentals
- Cost-Plus Pricing vs. Value-Based Pricing
- Dynamic Pricing Strategies
- Pricing Psychology



# SYLLABUS

## **Week 6: Go-to-Market (GTM) Strategies**

- Introduction to Go-to-Market Planning
- Developing GTM Strategies
- Launch Plans and Execution
- Channel and Distribution Strategies

## **Week 7: Promotional Tactics**

- Overview of Promotional Mix (Advertising, Public Relations, Sales Promotion, Personal Selling)
- Creating Effective Advertising Campaigns
- Public Relations and Influencer Marketing
- Sales Promotion Techniques

## **Week 8: Digital Marketing for Products**

- Digital Marketing Landscape
- Social Media Strategies for Product Marketing
- Content Marketing and SEO
- Email Marketing and Automation

## **Week 9: Metrics and Analytics**

- Key Performance Indicators (KPIs) for Product Marketing
- Analyzing Campaign Performance
- A/B Testing and Optimization
- Marketing Analytics Tools

### **Assessment:**

- Class participation
- Weekly assignments and quizzes
- Midterm project
- Final project and presentation

**NOTE:** *This syllabus is subject to change at the discretion of the instructor. Any modifications will be communicated in advance to the students.*



# SYLLABUS

## **Week 10: Ethical Considerations in Product Marketing**

- Ethical Issues in Product Marketing
- Responsible Advertising and Messaging
- Building Trust with Customers
- Case Studies in Ethical Product Marketing

### **Assessment:**

- Mid-term Exam
- Group Project: Develop a Comprehensive Product Marketing Plan for a Given Scenario
- Final Exam



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# ABOUT US

We are a school for individuals looking to gain technical skills and kickstart a career in Tech. Tech Zone Academy Offers Training, Consultancy, Advisory And All Related Services In All Areas Of Information Technology Including Computer Hardware And Software, Data Communication, Telecommunications. We deliver world-class software training, and tech infrastructure, to software engineers in rural and urban Africa, while deploying their skills to global technology needs. Take your skills from beginner to industry ready in 6 - 12 months. Neither a degree nor prior tech experience is required.





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## Why choose us?

Small Class  
Sizes

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Teachers

Safe  
Environment

Supportive  
Peers



## Open Enrollment

for students of all backgrounds and  
abilities. Come visit us to learn more!