



# Certified Product Management Professional

**Vskills Certifications**

Vskills Brochure



## Certified Product Management Professional

Product management is an organisational lifecycle function within a company dealing with the planning, forecasting, and production, or marketing of a product or products at all stages of the product lifecycle. Similarly, product lifecycle management integrates people, data, processes and business systems.

### Why should one take this certification?

This course is intended for professionals and graduates wanting to excel in their chosen areas. It is also well suited for those who are already working and would like to take certification for further career progression.

Earning Vskills Product Management Professional Certification can help candidate differentiate in today's competitive job market, broaden their employment opportunities by displaying their advanced skills, and result in higher earning potential.

### Who will benefit from taking this certification?

Job seekers looking to find employment in product management departments of various companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification.

### Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%)

There is no negative marking in this module.

### Fee Structure

Rs. 3,499/- (Excludes taxes) \*

\* Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

# Table of Contents

## **1. Product Management Basics**

- 1.1 What is a Product
- 1.2 The Product Life Cycle
- 1.3 What is Product Management?
- 1.4 Stages of Product Management
- 1.5 Product Manager Role
- 1.6 Product Manager Skills

## **2. Product Strategy - Market Analysis**

- 2.1 Marketing Research
- 2.2 Market Segmentation
- 2.3 Market Targeting
- 2.4 Market Positioning
- 2.5 Branding
- 2.6 Defining Product Strategy
- 2.7 Kano Model Analysis

## **3. Competitor Analysis**

- 3.1 What is Competitor Analysis?
- 3.2 Environmental Analysis
- 3.3 Pestle Analysis
- 3.4 SWOT Analysis
- 3.5 Value Chain Analysis
- 3.6 The BCG Matrix

## **4. Product Definition - User Requirements Research**

- 4.1 Factors influencing consumer behaviour
- 4.2 Major Psychological Processes
- 4.3 Consumer Buying Decision Process
- 4.4 Organisational Buying
- 4.5 Customer Data Collection and Analysis
- 4.6 Voice of Customer (VOC)
- 4.7 User Requirements
- 4.8 Conducting User Interviews
- 4.9 User or Focus Groups
- 4.10 Decision Making for Product Definition
- 4.11 Specifying the Product Definition

## **5. Product Design - User-Centered Design**

- 5.1 What is User- Centered Design or UCD
- 5.2 UCD Characteristics
- 5.3 UCD Principles
- 5.4 User-Centered Design Process
- 5.5 User-Centered Design and Agile
- 5.6 ISO 9241 Human-Centred Design Principles

## **6. Product Design - Prototyping**

- 6.1 What is a wireframe?
- 6.2 What is a prototype?
- 6.3 What is a mockup?
- 6.4 Prototype Categories
- 6.5 Prototype vs. a final product
- 6.6 Why to Prototype
- 6.7 Prototyping Components and Techniques

## **7. Product Development**

- 7.1 User Personas
- 7.2 User stories
- 7.3 Scenarios
- 7.4 Product Requirements Document or PRD
- 7.5 Performing Affinity Mapping
- 7.6 Creating Storyboards

## **8. Product Testing - Usability Testing**

- 8.1 Usability Testing Basics
- 8.2 Usability Testing Types
- 8.3 Planning a Usability Test
- 8.4 Usability Testing Methods
- 8.5 Pilot Usability Test and Moderation
- 8.6 Conducting Usability Test
- 8.7 Best Practices for Usability Testing
- 8.8 Heuristic Evaluation

## **9. Minimum Viable Product**

- 9.1 Minimum Viable Product Basics
- 9.2 Purpose of MVP
- 9.3 MVP Elements
- 9.4 MVP Benefits
- 9.5 Developing Minimum Viable Product
- 9.6 Validating Minimum Viable Product
- 9.7 Product / Market Fit

## **10. Product Marketing**

- 10.1 Product Marketing Basics
- 10.2 Need for Product Marketing
- 10.3 How to Market a Product
- 10.4 Product Marketing Strategy
- 10.5 Pricing Concepts
- 10.6 User Engagement
- 10.7 Growth Hacking

## **11. Product Analytics**

- 11.1 A/B Testing
- 11.2 Segmentation and Funnel Analysis
- 11.3 Multivariate Testing
- 11.4 Google Analytics
- 11.5 Cohort Analysis
- 11.6 Web Analytics
- 11.7 Product & Engagement Analytics

## Certifications

- ▶ **Accounting, Banking & Finance**
  - Certified GST Professional
  - Certified AML-KYC Compliance Officer
  - Certified Business Accountant
  - Certified BASEL III Professional
  - Certified GAAP Accounting Standards Professional
  - Certified Treasury Markets Professional
- ▶ **Big Data**
  - Certified Hadoop and Mapreduce Professional
- ▶ **Cloud Computing**
  - Certified Cloud Computing Professional
- ▶ **Design**
  - Certified Interior Designer
- ▶ **Digital Media**
  - Certified Social Media Marketing Professional
  - Certified Inbound Marketing Professional
  - Certified Digital Marketing Professional
- ▶ **Foreign Trade**
  - Certified Export Import (Foreign Trade) Professional
- ▶ **Health, Nutrition and Well Being**
  - Certified Fitness Instructor
- ▶ **Hospitality**
  - Certified Restaurant Team Member (Hospitality)
- ▶ **Human Resources**
  - Certified HR Compensation Manager
  - Certified HR Staffing Manager
  - Certified Human Resources Manager
  - Certified Performance Appraisal Manager
- ▶ **Office Skills**
  - Certified Data Entry Operator
  - Certified Office Administrator
- ▶ **Project Management**
  - Certified Master in Project Management
  - Certified Scrum Specialist
- ▶ **Real Estate**
  - Certified Real Estate Consultant
- ▶ **Marketing**
  - Certified Marketing Manager
- ▶ **Quality**
  - Certified Six Sigma Green Belt Professional
  - Certified Six Sigma Black Belt Professional
  - Certified TQM Professional
- ▶ **Logistics & Supply Chain Management**
  - Certified International Logistics Professional
  - Certified Logistics & SCM Professional
  - Certified Supply Chain Management Professional
- ▶ **Legal**
  - Certified IPR & Legal Manager
  - Certified Labour Law Analyst
  - Certified Business Law Analyst
  - Certified Corporate Law Analyst
- ▶ **Information Technology**
  - Certified Angular JS Professional
  - Certified Basic Network Support Professional
  - Certified Business Intelligence Professional
  - Certified Core Java Developer
  - Certified E-commerce Professional
  - Certified IT Support Professional
  - Certified PHP Professional
  - Certified Selenium Professional
- ▶ **Mobile Application Development**
  - Certified Android Apps Developer
  - Certified iPhone Apps Developer
- ▶ **Security**
  - Certified Ethical Hacking and Security Professional
  - Certified Network Security Professional
- ▶ **Management**
  - Certified Corporate Governance Professional
  - Certified Corporate Social Responsibility Professional
  - Certified Leadership Skills Professional
- ▶ **Life Skills**
  - Certified Business Communication Specialist
  - Certified Public Relations Officer
- ▶ **Media**
  - Certified Advertising Manager
  - Certified Advertising Sales Professional
- ▶ **Sales, BPO**
  - Certified Sales Manager
  - Certified Telesales Executive

& many more job related certifications

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