PRAGMATIC MARKETING

Course Navigator

Who would benefit from which course?

Foundations

Implement a proven, practical blueprint for being market-driven.

Key deliverables covered: The Pragmatic Marketing Framework, gap analysis and positioning

Who should take this course: Everyone. This is the course that lays the foundation for your company to move toward a market-driven culture; the more departments in attendance, the smoother and faster the cultural shift within the organization

Common titles in attendance:

Product Manager
Product Marketing Manager
Business Analyst
Development Manager
CEO
Solution Marketer
Sales Manager
Vice President
Designer
Product Strategist
Market Manager
Marketing
Launch Manager
Architects
CFO
Product Owner
Business Development
Operations
CPO
Solution Manager
CMO
User Experience
Engineer
CTO
Customer Experience
Sales

Focus

Use market data to identify and present the right product strategies.

Key deliverables covered: Business plans and product roadmaps

Who should take this course: Anyone responsible for creating, guiding or approving product direction and strategy

Common titles in attendance:

Product Manager
Product Owner
Product Analyst
Product Strategy
Director of Innovation
Product Consultant
CMO
Market Researcher
VP Product/Technology
CFO
CTO
VP Marketing
Product Marketing Manager

Build

Align product and development teams to build remarkable products.

Key deliverables covered: Prioritized project list/backlog and requirements/user stories

Who should take this course: Anyone responsible for writing, prioritizing, working with or consuming requirements

Common titles in attendance:

Product Manager
Product Owner
Business Analyst
Scrum Master
Development
Engineering
Technical Product Manager
Architect
Technical Services
Technology Strategist
UX Designer
Research & Development
Quality Assurance

Market

Focus your team on the marketing strategies that deliver results.

Key deliverables covered: Buyer profiles, buyer journey maps and marketing plans

Who should take this course: Anyone responsible for setting go-to-market strategies

Common titles in attendance:

Product Marketing Manager
Marketing Communications
Solution Marketers
Industry Managers
Vertical Marketers
CMO
Marketing Specialist
Brand Manager
Marketing Manager
Corporate Communications
Product Manager

Launch

Ensure that launches are effectively planned, executed, supported and measured across the organization.

Key deliverables covered: Launch plans, sales enablement tools and channel training

Who should take this course: Anyone with product launch or sales enablement responsibilities

Common titles in attendance:

Product Marketing Manager
Product Manager
Sales Management
Sales Operations
Channel Marketing
Sales Engineer
Marketing Comm. Manager
Corporate Communications
Marketing Specialist
Business Development
Marketing Manager
Project Manager

Price

Set the right price for each product in the market.

Key deliverables covered: pricing structure, packaging options and pricing plans

Who should take this course: Anyone who makes or influences pricing decisions

Common titles in attendance:

Product Manager
Product Marketing Manager
Sales Management
Sales Operations
Financial Analyst
Pricing Specialist
Operations
Product Strategy

Still not sure what course to take? Go to **pragmaticmarketing.com/Navigator**

Foundations

Total Hours: 7.5
Lecture: 5.0
Group Discussion: 0.5
Breaks: 1.5
Course Exam: 0.5

Course Prerequisite:
None

COURSE DESCRIPTION

This course introduces students to the importance of being market-driven. It emphasizes how to develop an understanding of your market and effectively share that information throughout the organization. Students learn how to become market-driven by exploring concepts such as how to uncover strategic opportunities, define product team roles and responsibilities, prioritize actual vs. desired business goals and how to talk to and observe the market in action. Other topics include: win/loss analysis, distinctive competencies, competitive landscape, innovation, buyer and user personas and positioning.

RATIONALE

The purpose of this 7.5–hour course is to provide students with an overview of the importance of being a market-driven organization. As a foundational course, students will gain their first exposure to the Pragmatic Marketing methodology and framework through a lecture and group discussion format. Core concepts include: fundamentals of Pragmatic Marketing; finding, identifying and evaluating market segments; positioning; competitive and technology assessment; effective approaches to innovation.

COURSE OBJECTIVES

At the successful completion of this course, each student will be able to:

1. Understand the need to be market-driven and how to create a market-driven organization.
2. Prepare a gap analysis of core roles, responsibilities and activities' actual vs. desired state.
3. Identify and report market problems through qualitative research methodologies including conducting win/loss analysis and market visits.
4. Examine an organization's distinctive competencies and technology solutions.
5. Perform market definition activities including market segmentation and target market identification.
6. Discuss the importance of innovation and techniques that can be used to achieve innovation in the product development process.
7. Describe the difference between buyer and user personas and apply this information in the development of effective product positioning.

TEXTBOOK and/or MATERIALS

Student Book: ***Foundations*** **Author:** ***Pragmatic Marketing***

Student Supplemental Materials:

- *Pragmatic Marketing Framework*
- *Pragmatic Marketing Gap Analysis*
- *Example Win/Loss Interview Questions*
- *Interview Matrix Worksheet*
- *Onsite Call Report Template*
- *Product Manager Call Report Example*
- *Segmentation Worksheet*
- *Solution Matrix*
- *Affinity Mapping Example*
- *Positioning Document Template*
- *Positioning Document Examples*
- *Technology Case Study*
- *Action Plan*

TOPICAL UNIT OUTLINE

I. Fundamentals of Pragmatic Marketing
- A. Product and marketing team challenges
- B. Making decisions using a market-driven approach
- C. Market data sources
- D. Organizational role and responsibility analysis

II. Find Market Problems
- A. Uncover market problems
- B. Report market problems
- C. Buyer and user personas

III. Identify Opportunities
- A. Filter opportunities
- B. Market segmentation
- C. Distinctive competencies
- D. Competitive landscape
- E. Portfolio alignment

IV. Positioning
- A. Positioning process
  - i. Market problem-centric
  - ii. Persona-specific
  - iii. Industry-specific

V. Innovate
- A. Manage risk
- B. Balance vision, buying/using criteria and the competition
- C. Buy, build or partner
- D. Technology assessment

UNIT OBJECTIVES

I. Fundamentals of Pragmatic Marketing

A. Understand common challenges faced by product and marketing teams
B. Define a market-driven approach for decision making
C. Identify and analyze all sources of market data
D. Assess organizational roles and responsibilities
E. Perform a gap analysis comparing actual vs. desired performance

II. Find Market Problems

A. Engage the market to uncover market problems
   i. Perform and report market observations
   ii. Perform and report win/loss analysis
B. Document and report market problems
C. Understand buyer and user personas

I. Identify Opportunities

A. Leverage multiple filters to maximize investment opportunities
B. Understand market segmentation and identify target markets
C. Identify distinctive competencies
D. Evaluate competitive landscape
E. Ensure portfolio alignment with customer impact and depth of investment

II. Positioning

A. Understand the positioning process and the results it produces
   i. Develop positioning focused on market problems
   ii. Cater positioning to specific personas
   iii. Cater positioning to specific industries

III. Innovate

A. Learn methods for encouraging innovation while reducing risk
B. Understand how to balancing vision, buying/using criteria and the competition
C. Categorize your solutions according to customer impact and depth of investment

COURSE REQUIREMENTS/EVALUATION

Upon successful completion of the course, students will have moved from the knowledge of course materials to cognition and application relative to understanding the importance of being market-driven. Also, students are required to participate in group discussions and successfully complete the certification exam associated with the course.

COURSE OBJECTIVES	ASSESSMENT MEASURES
Understand the need to be market-driven and how to create a market-driven organization.	Class participation, group discussion, course exam.
Prepare a gap analysis of core roles, responsibilities and activities' actual vs. desired state.	Course exam and class participation.
Identify and report on uncovering market problems through qualitative research methodologies.	Class participation, group discussion, course exam.
Examine an organization's distinctive competencies and technology solutions.	Course exam and class participation.
Perform market definition activities including market segmentation and target market identification.	Course exam and class participation.
Know how to critically evaluate buy, build and partner strategies.	Course exam and class participation.
Discuss the importance of innovation and techniques that can be used to achieve innovation in the product development process.	Course exam and class participation.
Describe the difference between buyer and user personas and apply this information in the development of effective product positioning.	Course exam and class participation.

Focus

Total Hours: 7.5
Lecture: 4.5
Lab: 1.0
Breaks: 1.5
Course Exam: 0.5

Course Prerequisite:
Foundations

COURSE DESCRIPTION

This course teaches students to how to find market opportunities and convert those opportunities into strategic product plans. It emphasizes how to uncover market segments that represent the best investment for a company's resources and how to effectively share that information throughout the organization. Students gain a deep understanding of concepts such as how to identify strategic opportunities and validate alignment with corporate objectives, as well as how to formulate effective business plans and competitive strategies. Other topics include: positioning; market discovery and validation; market sizing; product portfolio management; measuring profitability; buy, build and partner strategies; distribution strategies; and roadmap development and communication.

RATIONALE

The purpose of this 7.5–hour course is to provide students with an in-depth understanding of specific topics within the overall Pragmatic Marketing curriculum. Through a lecture and lab format, students will learn the key components of how to understand your market and how to use that market data to drive product and business planning. Core concepts include: market discovery and validation; competitive assessment; business strategy and investment alignment; positioning; business planning; persona-based distribution strategies; market sizing; product portfolio management and how to build internal and external roadmaps.

COURSE OBJECTIVES

At the successful completion of this course, each student will be able to:

1. Convert market data into strategic business and product plans.
2. Identify and analyze the right opportunities for investment.
3. Know how to evaluate the competitive landscape and formulate strategies based on market position.
4. Develop product positioning documents.
5. Examine an organization's pricing, profitability and product portfolios.
6. Apply buyer and user personas to distribution strategies.
7. Effectively share product vision and roadmaps with both internal and external audiences.

PRAGMATIC MARKETING®

TEXTBOOK and/or MATERIALS

Student Book: ***Focus*** **Author:** ***Pragmatic Marketing***

Student Supplemental Materials:

- *Pragmatic Marketing Framework*
- *Strategy Matrix*
- *Competitive Landscape*
- *Competitive Information Template*
- *Competitive Analysis Worksheet*
- *Competitive Write-Up Template*
- *Solution Matrix*
- *Positioning Document*
- *Affinity Mapping Example*
- *Positioning Example*
- *Technology Case Study*
- *Business Proposal Template*
- *Buy/Build/Partner Worksheet*
- *Key Performance Indicators*
- *Project Evaluator Worksheet*
- *Business Plan Template*
- *Internal Roadmap Template*
- *External Roadmap Template*
- *Action Plan*

I. Analyze the Opportunities
- A. Identify strategic business goals
- B. Assess competitive landscape
- C. Analyze investment opportunities

II. Positioning
- A. Create positioning documentation
  - i. Overall problem statement
  - ii. Ideal solution
  - iii. Primary message
  - iv. Product description

III. Propose to the Business
- A. Business plan
- B. Market discovery and validation
- C. Market sizing
- D. Pricing
- E. Product profitability
- F. Key performance indicators
- G. Buy, build or partner decisions
- H. Distribution
- I. Portfolio management
- J. Project evaluation

IV. Communicate
- A. Internal roadmaps
- B. External roadmaps

UNIT OBJECTIVES

I. Analyze the Opportunities

A. Assess market opportunities and align to business strategy
B. Assess competitive landscape; formulate and document competitive strategy
C. Analyze investment opportunities based on market impact and investment required

II. Positioning

A. Create positioning documentation as a corporate communication tool
   i. State the market problem
   ii. Describe the ideal solution
   iii. Create the primary message
   iv. Provide a product description
   v. Affinity map market problems

III. Propose to the Business

A. Create business proposal and plan
B. Discover and validate market problems
C. Estimate and document market size
D. Determine correct ways to price products
E. Estimate product profitability
F. Create key performance indicators
G. Determine buy, build or partner strategies
H. Utilize personas to drive distribution strategy
I. Develop portfolio management strategy
J. Evaluate projects based on financial impact and strategic fit

IV. Communicate

A. Create and share internal roadmaps
B. Create and share external roadmaps

COURSE REQUIREMENTS/EVALUATION

Upon successful completion of the course, students will have moved from the knowledge of course materials to cognition and application relative to understanding the importance of effective business planning. Also, students are required to participate in a group lab and successfully complete the certification exam associated with the course.

COURSE OBJECTIVES	ASSESSMENT MEASURES
Convert market data into strategic business and product plans.	Course exam and class participation.
Identify and analyze the right opportunities for investment.	Course exam and class participation.
Know how to evaluate the competitive landscape and formulate strategies based on market position.	Course exam and class participation.
Develop product positioning documents.	Class participation, lab exercise, course exam.
Examine an organization's pricing, profitability and product portfolios.	Course exam and class participation.
Apply buyer and user personas to distribution strategies.	Course exam and class participation.
Effectively share product vision and roadmaps with both internal and external audiences.	Course exam and class participation.