course curriculum
The Pragmatic Marketing Difference

The De Facto Global Standard
With over 100,000 individuals trained, in over 25 countries, we are the industry standard used by successful product management and marketing organizations. We have created a growing international community of strategic product management and marketing professionals that is changing the way companies bring successful products to market.

Real-World Experience
Our courses are developed and taught by individuals who have led the product management and marketing groups at many of today’s leading technology companies. Our instructors have all implemented the Pragmatic Marketing Framework in their own careers. They don’t teach from theory. They teach from experience and with a clear passion for the material.

Ongoing Support
At Pragmatic Marketing, our goal isn’t just to train you; it’s to make a lasting change in your company, culture and career. That’s why we offer a variety of post-training support—from our online Alumni Resource Center to our quarterly magazine, Pragmatic Marketer—that provides tools, tips and best practices to help you implement the concepts you learned. We also provide access to our instructor community and to your fellow alumni so you can continue to share experiences and foster new ideas.

Satisfied Customers
More than 90% of attendees rate the courses as essential or very useful to their careers, leaving the training with unbridled enthusiasm about their jobs and the impact they can have on their companies. Their enthusiasm and success is why 80% of our new business is word-of-mouth referrals from satisfied customers.

Trusted Name
Pragmatic Marketing is sought the world over for its thought leadership in the product management and marketing spaces. We’ve presented at industry events, written articles and even publish our own books. We have also been honored seven times by Inc. magazine as one of the fastest-growing private companies in America (2000, 2007, 2008, 2009, 2011, 2012 and 2013).
Pragmatic Marketing’s complete set of courses helps you build and market products people want to buy. The entire curriculum is based around the Pragmatic Marketing Framework™, the proven, actionable blueprint that companies have built their success on for 20+ years.

All of our courses provide real-world insights, actionable best practices and proven tools to maximize results. You can customize your curriculum to focus on the areas with the biggest need and the most impact for your organization—and each course allows you to earn a certificate documenting your new knowledge.

So whether you are responsible for determining what should be on the shelf or helping it fly off the shelf, we have a course (or two or three) for you.
Foundations

This course literally lays the foundation for everything that product professionals do. It is a prerequisite for every other Pragmatic Marketing course and a primer for all product professionals. Everyone learns to “speak the same language” and work more effectively using the Pragmatic Marketing Framework.

Who should take this course? Everybody who has a stake in the product’s success in the market

Foundations teaches how to:

- Gain a thorough understanding of your market
- Find and prioritize opportunities that minimize risk and optimize results
- Better balance strategic and tactical tasks for greater impact

Key deliverables: Positioning and gap analysis

Focus

Learn to find the opportunities in your market’s problems, to score them objectively and to identify where your company’s strengths intersect with what the market values. Then use this market data to successfully and credibly sell your strategies internally.

Who should take this course? Anyone responsible for product direction and strategy

Focus teaches how to:

- Find opportunities with the biggest impact, urgency and potential
- Build credibility by showing that a sizeable market values the product
- Articulate how individual opportunities fit with the company’s strategy

Key deliverables: Business plans and roadmaps
curriculum

Build

Learn how to prioritize requirements and plan releases based on market facts. This course teaches a universal approach, regardless of development methodology, to creating products that win in the market.

Who should take this course? Anyone responsible for writing, prioritizing and working with requirements

Build teaches how to:

■ Improve the handoff between departments, focusing the product team on what needs to be built and development on how to build it

■ Rank requirements objectively using market data to minimize infighting and maximize impact

■ Work together more effectively, regardless of locations or methodologies

Key deliverables: Prioritized project lists and requirements

Market

Learn to build buyer expertise and use that knowledge to create marketing programs that get results. This course also teaches how to effectively measure and report your programs’ impact on the bottom line.

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

Market teaches how to:

■ Gain a thorough understanding of your buyers and how they like to buy

■ Earn approval and funding for your marketing plans

■ Measure your marketing plans against the metrics that matter most to your company

Key deliverables: Buyer personas and marketing plans
Launch

Elevate product and marketing launches by creating marketing programs that resonate with buyers and providing salespeople with the tools and training they need. Learn to execute successful launches that align your entire organization around the right strategies.

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

Launch teaches how to:

- Apply buyer expertise to create marketing programs that get results
- Identify key launch strategies and prepare your entire organization
- Deliver sales tools and training that reduce friction and increase close rates

Key deliverables: Organizational readiness and sales enablement

Price

Learn how to set the right price for each product in each market. This course teaches you how to determine what your market is willing to pay and how to combine that with your corporate strategy to develop pricing that pays off.

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

Price teaches how to:

- Determine what your market is willing to pay
- Develop pricing models that support corporate strategies and empower sales
- Use segmentation and portfolios to optimize revenue

Key deliverables: pricing structure and plan
Executive Briefing

Being a market-driven organization requires more than simply training your product management and marketing professionals. It also requires changing the focus of your company. Pragmatic Marketing’s interactive half-day workshop provides a primer about what it means to be market-driven, how your organization can tune in to the market and your role in supporting this cultural shift.

Who should take this course? Executive and leadership teams

In our Executive Briefing, leadership teams will:

- Explore what it means to be market-driven
- Learn how this outside-in approach can affect your organization’s bottom line
- Discover how you can help the market-driven approach take root in your organization

Key deliverables: Proven way to create effective product teams

Action Planning Workshop

With the Action Planning Workshop, one of our highly experienced instructors will come to your office and facilitate a working meeting with your team. We will help you identify how to implement the Pragmatic Marketing Framework for your specific company and personnel to maximize the impact of your product teams.

Who should take this course? Senior managers or executives responsible for product teams

Action Planning Workshop teaches how to:

- Identify an owner for every activity on the Pragmatic Marketing Framework
- Establish a baseline for your company to measure improvement
- Pinpoint high-priority tasks to maximize the impact of your efforts

Key deliverables: Gap analysis

Register for a course or learn about our onsite training options, by visiting www.pragmaticmarketing.com or calling 480.515.1411 today.