**Product Management Essentials**

I. Introduction and Scope
        Product Management Domain and PDLC
        Ideation to Definition – what defines a product?
        User Research and translation into product features
        Tracking feature development through the life cycle
        Product Marketing, Product Launch and Post Sales Support

II. Product Planning
        Market Requirements and how to capture them and track to completion
        Use Cases, Personas, User Scenarios and converting the same to features
        Documenting requirements and reviewing them from user perspective
        MRD Exercise with templates and case study

III. Product Engineering and Delivery
        Decision making – features to keep/drop, QA, Defect Tracking
        Roles and Responsibilities
        IP and leveraging innovation
        Key tools to documents and track engineering and product release
        Communication between the key stakeholders and escalation

IV. Product Marketing Case Study in specific domain
        Principles of product marketing
        Elevator Pitch
        Channels to market
        Digital marketing on social media

        Review, Conclusion, Feedback