Strategic Product Marketing and Lifecycle Management Training Course



23 - 27 Nov 2026

Cape town

4600 € (Per Person)

Ref: #MAR6216_285059

Course Introduction / Overview:

This comprehensive training course provides a deep dive into the critical disciplines of strategic product marketing and end-to-end lifecycle management. In today's competitive landscape, simply creating a great product is not enough; success hinges on a masterful go-to-market strategy, precise product positioning, and proactive management throughout the product's entire journey. This program is designed to equip participants with the frameworks and tactical skills needed to navigate every phase, from ideation and launch to growth, maturity, and eventual decline. We will explore seminal concepts from thought leaders like Geoffrey Moore, particularly his insights from "Crossing the Chasm" on navigating the perilous transition from early adopters to the mainstream market. Participants will learn to craft compelling value propositions, conduct rigorous market analysis, and develop integrated marketing plans that drive adoption and maximize profitability. At BIG BEN Training Center, we bridge the gap between marketing theory and practical application, ensuring you can build and execute strategies that deliver measurable results and secure a sustainable competitive advantage for your products. This course is your roadmap to transforming product potential into market leadership.

Target Audience / This training course is suitable for:

- Product Marketing Managers.
- Product Managers and Owners.
- Brand and Marketing Managers.
- Business Development Executives.
- Sales and Pre-Sales Professionals.
- Marketing Strategists and Analysts.
- Entrepreneurs and Startup Founders.
- Research and Development (R&D) Team Leads.

Target Sectors and Industries:

- Technology and Software as a Service (SaaS).
- Telecommunications and IT Services.
- Fast-Moving Consumer Goods (FMCG).
- Pharmaceuticals and Healthcare.
- Financial Services and FinTech.
- Manufacturing and Engineering.
- Automotive and Aerospace.
- Government agencies and public sector organizations.

Target Organizations Departments:

- Marketing and Communications.
- Product Management and Development.
- Sales and Business Development.
- Corporate Strategy and Planning.
- Research and Development (R&D).
- Customer Success and Support.
- Finance and Commercial Operations.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive and strategic product marketing plan.
- Master the art of market segmentation, targeting, and product positioning.
- Create compelling value propositions and messaging that resonate with target audiences.
- Design and execute a successful go-to-market strategy for new product launches.
- Analyze and manage each stage of the product lifecycle for optimal performance.
- Implement effective pricing strategies tailored to different lifecycle stages.
- Utilize key performance indicators (KPIs) to measure product marketing success.
- Formulate strategies for managing mature products and extending their lifecycle.
- Develop a clear plan for product end-of-life (EOL) and portfolio transition.
- Align product marketing efforts with sales, product, and engineering teams.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that adult learning is most effective when it combines expert-led instruction with hands-on application. This course moves beyond traditional lectures to create a dynamic learning environment where participants actively engage with the material. The program is built around a blend of detailed presentations, real-world case study analyses, and collaborative group workshops. Participants will work in teams on practical exercises that simulate the challenges of developing a product marketing strategy and managing a product's lifecycle. These activities encourage peer-to-peer learning and the exchange of diverse industry perspectives. Interactive Q&A sessions, facilitated discussions, and problem-solving scenarios are integrated throughout the five days to ensure a deep understanding of the concepts. Our approach emphasizes experiential learning, providing actionable tools and frameworks that participants can immediately apply to their professional roles, ensuring a tangible return on their training investment.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Product Marketing

- The Role and Scope of Product Marketing.
- Understanding the Product Lifecycle (PLC) Framework.
- The Intersection of Product Management, Marketing, and Sales.
- Core Principles of Strategic Marketing Planning.
- Conducting In-depth Market and Customer Research.
- Defining Your Ideal Customer Profile and Personas.
- Voice of the Customer (VoC) Programs and Analysis.

Unit Two: Market Analysis and Strategic Positioning

- Competitive Landscape Analysis and Differentiation.
- Mastering Segmentation, Targeting, and Positioning (STP).
- Crafting a Unique and Compelling Value Proposition.
- Developing a Strong Product Positioning Statement.
- Perceptual Mapping and Brand Positioning Techniques.
- Messaging Frameworks and Storytelling for Products.
- Validating Product-Market Fit Before Scaling.

Unit Three: Go-to-Market Strategy and Product Launch

- Building a Comprehensive Go-to-Market (GTM) Plan.
- Defining Launch Tiers, Objectives, and Key Metrics.
- Developing the Marketing Mix (4Ps/7Ps) for Launch.
- Creating a Cross-Functional Product Launch Checklist.
- Sales Enablement: Equipping Sales Teams to Win.
- Content Strategy and Channel Planning for Launch Campaigns.
- Post-Launch Performance Analysis and Optimization.

Unit Four: Managing Product Growth and Maturity

- Strategies for Driving Market Adoption and User Acquisition.
- Implementing Growth Hacking and Retention Tactics.
- Lifecycle-Based Pricing Strategies and Adjustments.
- Managing Channel Partners and Distribution Networks.
- Collecting and Acting on Customer Feedback for Improvement.
- Strategies for Defending Market Share in the Maturity Stage.
- Product Line Extensions and Market Penetration Strategies.

Unit Five: Decline Management and Portfolio Strategy

- Identifying the Onset of the Decline Stage.
- End-of-Life (EOL) Planning and Communication Strategies.
- Migration Plans for Customers to New Products.
- Introduction to Product Portfolio Management.
- Using the BCG Matrix for Portfolio Analysis.
- Aligning Product Strategy with Overall Business Objectives.
- Fostering a Culture of Continuous Innovation and Product Renewal.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the principles of product lifecycle management be adapted for service-based offerings or digital platforms where the concept of 'decline' is less tangible?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a holistic and integrated perspective that seamlessly connects high-level marketing strategy with the practical, day-to-day realities of managing a product's entire lifecycle. While many programs focus on either marketing theory or product management in isolation, our curriculum is uniquely designed to bridge that gap. We emphasize the critical relationship between a product's market position and its stage in the lifecycle, teaching participants how to adapt their strategies dynamically. The content moves beyond a superficial overview of tools and tactics to instill a deep, strategic mindset grounded in proven frameworks and academic principles, such as those pioneered by Geoffrey Moore. The focus is on decision-making and analytical skills, using real-world case studies to explore why some products succeed brilliantly while others fail. Participants will not just learn what to do; they will understand the strategic 'why' behind every action, from crafting a value proposition during the introduction phase to managing profitability and planning for succession in the decline stage. This strategic, end-to-end approach ensures a more profound and applicable learning experience.