PRODUCT MARKETING CERTIFICATE

Program Description

Product marketing, or the process of bringing a product to market, is an increasingly critical role that sits at the intersection of the marketing and product management functions. For any product, navigating the nuances of effectively positioning within a given market and determining optimal pricing can be a daunting task — one that can make or break a launch. This certificate program gives you the necessary tools and tactics to make strategic decisions that will impact the growth and viability of your product, organization, or venture.

You will begin by examining different strategies for evaluating the market and determining the value drivers of your target customers. You will have the opportunity to develop a plan for delivering added value to different customer segments as well as mitigating potential threats within the market. Next, you will practice assessing the opportunities presented by change and disruption, using tools to assess the challenges of a dynamic market as well as address potential internal obstacles to successful implementation. You will then take an in-depth look at market research. Practicing the evaluation of research methods and reviewing different applications of research within actual business scenarios are the focus of this course. The last course in this series will give you a foundation in pricing strategies that will allow you to maximize profit for your products. By the completion of the program, you'll be better prepared to position your products for market success.

Key Takeaways

- Perform a competitive analysis
- Describe your target customers and determine how you can best create value for them, beyond what rivals offer
- Analyze market research
- Identify the specific needs of distinct customer segments
- Assess change, disruption, and uncertainty in your market
- Determine a customer's willingness to pay for a product or service
- Explore other key pricing methods

What You'll Earn

- Product Marketing Certificate from Cornell SC Johnson College of Business
- 40 Professional Development Hours (4 CEUs)

Who Should Enroll

- Marketers
- Current and aspiring product managers
- Business executives
- Consultants
- Entrepreneurs

Total Investment

- 2 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Product Marketing Certificate (https://ecornell.cornell.edu/certificates/marketing/product-marketing/).

Program Requirements

Code	Title	Hours
Required Courses		
eCornell LSM31	Value Creation and Profitability	
eCornell LSM312	hange, Disruption, and Growth	
eCornell LSM67	Pricing Strategy	