



# Tech-Trail Program

Product  
Management  
Track

---



[training@abbfem.com](mailto:training@abbfem.com)



+234907-764-8016, +447448813936

# COURSE OVERVIEW

The Product Management Track is a 3-month intensive training designed to equip aspiring product managers with the essential skills, tools, and frameworks to build and manage successful products.

Participants will gain hands-on experience in the entire product lifecycle, from ideation to launch, and learn to navigate the dynamic world of product management with confidence and expertise.



# Course Objectives

- 1** Provide a comprehensive understanding of the product management lifecycle, including ideation, development, launch, and optimization.
- 2** Develop essential skills in market research, competitive analysis, and customer insights to inform data-driven product decisions.
- 3** Provide hands-on experience in creating user stories, wireframes, and product requirements documents (PRDs)
- 4** Build expertise in agile methodologies and frameworks such as Scrum and Kanban, ensuring effective collaboration and delivery.
- 5** Prepare participants to navigate real-world product challenges through practical case studies, group projects, and role-playing exercises.



# Prerequisites

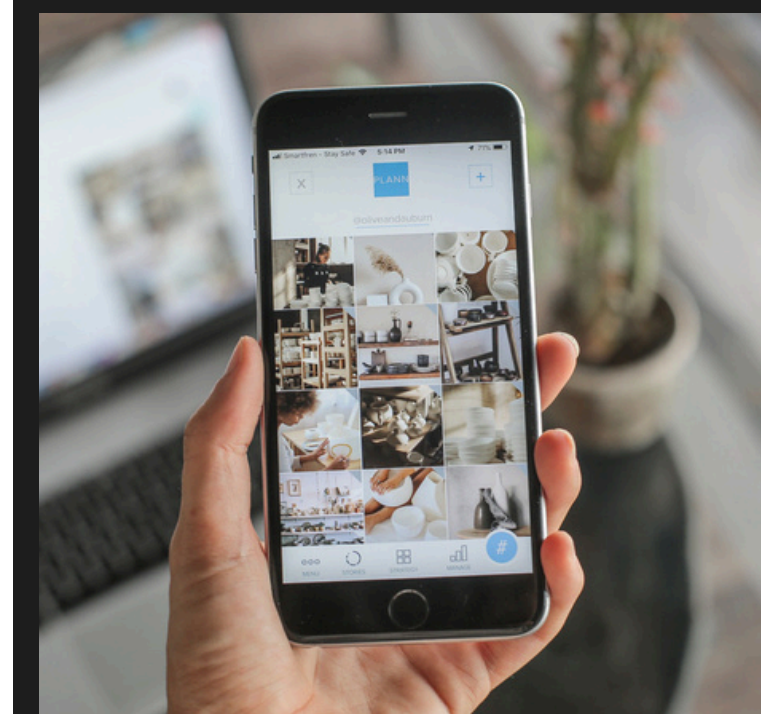
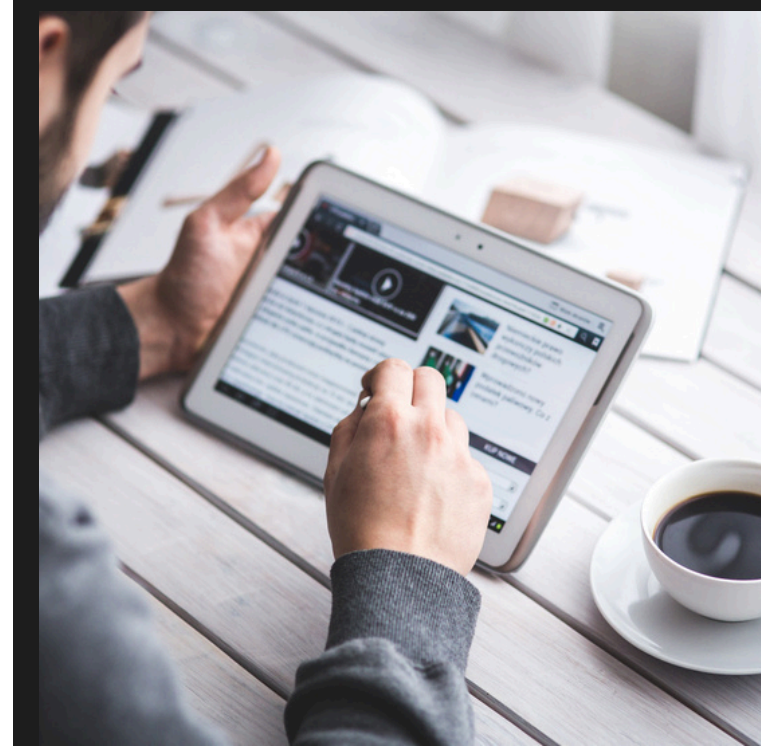


**01** A basic understanding of business concepts is an advantage but not mandatory.

**02** Access to a laptop/PC with a stable internet connection

**03** No prior experience in product management is required.

**04** A strong interest in product management and a passion for learning



## KEY FEATURES

- ✓ Globally Recognized Certificate
- ✓ Extensive practical exercises with industry-standard tools.
- ✓ Lifetime Access to recorded sessions & study materials
- ✓ Direct access to industry professionals for mentorship.
- ✓ Weekday and weekend class options.

# Course Modules



# Week 1

## Introduction to Product Management

- Overview of Product Management and the Role of a Product Manager.
- Key Skills and Responsibilities of Product Managers.
- Understanding the Product Lifecycle.
- Tools Overview: Trello, Jira, Asana, and Slack.
- Case Study: Exploring the Success of Iconic Products.

# Week 2

## Market Research and Customer Discovery

- Conducting Market Research: Identifying Trends and Opportunities.
- Customer Discovery Techniques: Interviews, Surveys, and Empathy Maps.
- Creating User Personas and Journey Maps.
- Case Study: Analyzing Customer Feedback to Define Product Features.

## Week 3

### Product Vision, Strategy, and Roadmapping

- Defining Product Vision and Mission Statements.
- Developing Strategic Objectives for Products.
- Creating and Prioritizing Product Roadmaps.
- Hands-On Project: Building a Product Roadmap.

## Week 4

### Agile Product Development

- Agile vs. Waterfall Methodologies: Pros and Cons.
- Implementing Agile Frameworks: Scrum, Kanban, and Sprints.
- Writing Effective User Stories and Acceptance Criteria.
- Workshop: Creating a Sprint Plan and Backlog in Jira.



## Week 5

### Design Thinking and Prototyping

- Introduction to Design Thinking: Ideation, Prototyping, and Testing.
- Collaborating with UX/UI Teams: Basics of Design Tools (Figma, InVision).
- Creating Wireframes and Prototypes.
- Practical Session: Developing a Low-Fidelity Prototype for a New Feature.

## Week 6

### Data-Driven Decision Making and Analytics

- Introduction to Product Metrics and KPIs.
- Using Analytics Tools: Google Analytics, Mixpanel, and Amplitude.
- A/B Testing and Experimentation Frameworks.
- Case Study: Optimizing User Engagement Through Data Insights.

## Week 7

### Go-to-Market Strategy and Product Launch

- Developing a Comprehensive Go-to-Market Plan.
- Managing Marketing and Communication Strategies.
- Launch Execution: Monitoring and Optimizing Campaigns.
- Workshop: Simulating a Product Launch Plan.

## Week 8

### Stakeholder Management and Collaboration

- Identifying and Managing Key Stakeholders.
- Effective Communication and Presentation Skills.
- Building Strong Cross-Functional Team Dynamics.
- Role Play: Managing Stakeholder Expectations.

## Week 9

### Advanced Topics in Product Management

- Managing Complex Products and Feature Prioritization Frameworks.
- Handling Technical Debt and Product Debt.
- Product Ethics and Responsible Design Practices.
- Workshop: Problem Solving for Complex Product Challenges.

## Week 10

### Capstone Project Development

- Choosing a Real-World Problem to Solve.
- Developing a Comprehensive Product Plan (Vision, Strategy, Features).
- Building Prototypes, Analytics Frameworks, and Roadmaps.
- Feedback Sessions with Mentors.

# Week 11

## Capstone Project Presentation

- Presenting Final Projects to Peers and Mentors.
- Peer Review and Instructor Feedback.
- Documenting Key Takeaways and Lessons Learned.

# Week 12

## Career Preparation and Certification

- Building a Product Management Portfolio.
- Resume and LinkedIn Optimization for Product Managers.
- Mock Interviews and Job Application Strategies.
- Certification of Competence in Product Management.

# GRADUATE STARTER KITS

**GRADUATES OF THE PRODUCT MANAGEMENT PROGRAM WILL BE EQUIPPED WITH THE FOLLOWING RESOURCES TO CONFIDENTLY LAUNCH THEIR CAREERS;**

- **PERSONALIZED CV AND LINKEDIN OPTIMIZATION FOR PRODUCT MANAGERS**
- **PROFESSIONAL PORTFOLIO**
- **ABBFEM ALUMNI MEMBERSHIP**
- **EXCLUSIVE ACCESS TO INTERNSHIP & FREELANCING OPPORTUNITIES**
- **A CERTIFICATE OF COMPETENCE IN PRODUCT MANAGEMENT**



# TRAINING DELIVERY



## Duration

3-Months (2 classes weekly) each class is  
4hours

## Learning Mode

- Virtual Classes Conducted on Zoom
- Physical Trainings conducted at any of our Training hubs located in the UK and in Nigeria

## Class Schedule

Weekday Option - 10am-2pm daily  
Weekend Option ; Saturday - 10am- 3pm daily  
Sunday- 3pm -6pm daily

Sign up now to secure your spot and take the first step toward a rewarding tech career

## Contact details

Email: [training@abbfem.com](mailto:training@abbfem.com)

Telephone: +234907-764-8016, +447448813936

## Abbfem Training Hubs

Nigeria: Eleganza House, 15b Joseph Harden Street, Marina, Lagos Island, Lagos state. Nigeria

**United Kingdom:** 350A Icentre, Howard Way, Newport Pagnell, MK16 9PY, United Kingdom

