

Product Marketing Manager Course

Outline

Course Title: Product Marketing Manager Course: From Product to Market

Subtitle: Learn Product Marketing, Go-to-Market Strategy, Customer Acquisition, Product-Led Growth, and Career Skills

Course Overview

This course is designed to help learners build the skills needed to succeed as a **Product Marketing Manager**. It covers the full journey from understanding a product to taking it to market, driving customer acquisition, supporting sales, building strong messaging, and using analytics to measure growth. The course also includes leadership, branding, and career development topics for those preparing for high-level product marketing roles.

What Students Will Learn

By the end of this course, students will be able to:

- Understand the role of a Product Marketing Manager
- Build product marketing strategies and plans
- Create effective go-to-market strategies
- Develop strong product messaging and positioning
- Generate leads and drive customer acquisition
- Conduct market research and analyze competitors
- Size markets and estimate demand
- Support sales through sales enablement materials
- Understand investor marketing and growth strategy
- Use product marketing analytics to measure performance
- Apply product-led growth strategies

- Build branding and advertising campaigns
- Improve soft skills, leadership, and people management
- Prepare for a career in product marketing

Course Resources

Students will receive:

- Free access to **Become a Product Marketing Manager** (PDF version)
- **Product Marketing Calendar Template** (Excel)
- **1-Page Product Marketing Plan Template** (MS Word)
- **1-Page Competitive Analysis Template** (MS Word)

Course Breakdown

Module 1: Foundations of Product Marketing

Section 1: Introduction to Product Marketing

- What product marketing is
- The role of a Product Marketing Manager
- Product Marketing vs Product Management
- Core responsibilities in a business setting

Section 2: Product Marketing Strategy and Planning

- Building a product marketing strategy
- Setting goals and objectives
- Understanding target audience and customer segments
- Creating a 1-page product marketing plan

Module 2: Messaging and Market Research

Section 3: Product Messaging and Positioning

- How to define product value
- Crafting clear product messaging
- Positioning a product against competitors
- Building a unique value proposition

Section 4: Market Research and Competitive Analysis

- Product marketing research methods
- Customer research basics
- Competitor analysis
- Using the competitive analysis template

Module 3: Go-to-Market and Customer Acquisition

Section 5: Go-to-Market Strategy

- What a GTM strategy is
- Steps in taking a product to market
- Product launch planning
- Choosing channels and tactics

Section 6: Lead Generation and Customer Acquisition

- Outbound product management
- Customer acquisition channels
- Lead generation strategy
- Building demand for products

Module 4: Teams' Sync and Company Goals

Section 7: Advertising and Branding

- Product advertising basics
- Paid campaign planning
- Brand strategy for product growth
- Aligning brand with product goals

Section 8: Sales Enablement and Investor Marketing

- Supporting the sales team with tools and content
- Building sales decks and product sheets
- Investor marketing basics
- Presenting product value to stakeholders

Module 5: Growth, Analytics, and Advanced Skills

Section 9: Sizing Markets and Demand

- Understanding TAM, SAM, and SOM
- Estimating market opportunity
- Forecasting demand
- Identifying growth potential

Section 10: Product Marketing Analytics

- Key metrics for product marketing
- Measuring acquisition, conversion, and retention
- Introduction to A/B testing
- Using data to improve campaigns

Module 6: Product-Led Marketing

Section 11: Product-Led Growth

- What product-led growth means
- Using the product itself to drive acquisition
- Activation, retention, and expansion
- PLG examples in SaaS and fintech

Section 12: Advanced B2B Marketing

- B2B product marketing fundamentals
- Long sales cycles and decision makers
- Enterprise messaging
- Building trust in B2B markets

Module 7: Career Skills In Product Marketing

Section 13: Day-to-Day Operational Skills

- Calendar management for product marketers
- Planning campaigns and launches
- Cross-functional collaboration
- Managing deadlines and priorities

Section 14: Soft Skills for Product Marketing Success

- Communication and presentation skills
- Stakeholder management
- Office professionalism
- How to stand out and get promoted

Module 8: Leadership and Execution

Section 15: Leadership, People Management, and CMO Skills

- Leadership in marketing teams

- Managing people and projects
- Strategic thinking
- Skills needed to grow into Head of Marketing or CMO roles

Section 16: Product Marketing Career and Final Project

- Building a product marketing career path
- Preparing for interviews and six-figure roles
- Personal branding for product marketers
- Final practical project: create a simple go-to-market plan for a product

Final Project

At the end of the course, students will complete a **Product Marketing Capstone Project** where they will:

- Choose a product
- Define the target audience
- Create product positioning and messaging
- Build a simple go-to-market strategy
- Outline customer acquisition tactics
- Present success metrics and growth ideas

About the Instructor

Lawrence Nwachukwu

Performance-Driven Growth Strategist with **9+ years of experience** in digital marketing and product marketing across **fintech, e-commerce, and SaaS**. He specializes in **product-led growth, brand strategy, go-to-market execution, performance marketing, analytics, and cross-functional leadership**. He has led growth and digital transformation initiatives for brands such as **Dangote**

Cement, NIVEA, Darling Braids, Lush, Perfetti Van Melle, and UBA, helping to improve market share, operational efficiency, customer acquisition, and retention.