SCANDINAVIAN ACADEMY
For Training and Development

Course: Professional Diploma in Digital Product Management

Code	City	Hotel	Start	End	Price	Language - Hours
742	Paris (France)	Hotel Meeting Room	2025-10-06	2025-10-17	9950 €	En - 80

Introduction

In the era of digital transformation, businesses must develop innovative, user-centric, and scalable digital products to stay competitive. Digital Product Management (DPM) is at the core of this process, ensuring that products are not only functional but also market-driven, agile, and continuously evolving.

This 10-day professional diploma is designed to equip product managers, business leaders, and entrepreneurs with the strategic, technical, and analytical skills required to build, launch, and scale successful digital products.

Participants will gain expertise in agile methodologies, user experience (UX), product roadmaps, growth strategies, and data-driven decision-making—ensuring they can lead digital product teams effectively and maximize business impact.

Through interactive workshops, case studies, and hands-on applications, this diploma provides a practical, real-world approach to digital product management.

General Objective

This diploma aims to develop professionals with the knowledge, tools, and methodologies to manage digital products throughout their lifecycle. By the end of the program, participants will:

- Understand digital product management frameworks and best practices.
- Develop a product vision, strategy, and roadmap aligned with business goals.

- Leverage agile and lean methodologies for product development.
- Apply user research, design thinking, and UX principles to enhance customer experience.
- Use data analytics and key performance indicators (KPIs) to drive product success.
- Manage product-market fit, customer feedback loops, and iteration cycles.
- Learn go-to-market (GTM) strategies and product growth techniques.
- Develop cross-functional leadership and stakeholder management skills.

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Target Audience

This diploma is ideal for product managers, business leaders, and entrepreneurs who want to develop, launch, and manage successful digital products. It is best suited for:

- Aspiring & Experienced Product Managers
- Business Leaders & Entrepreneurs
- Software Developers & Engineers
- Marketing & Growth Professionals.
- UX/UI Designers
- Startup Founders & Innovators

How to prepare a professional diploma

- The diploma is held by the direct training system
- Number of hours 80 training hours
- Classes start at 08:00 am and end at 05:00 pm

Certificates

- The trainee is given a certificate documenting his attendance, participation and interest in the diploma, attested by the Swedish Ministry of Foreign Affairs

- 80% of the diploma hours must be completed to obtain the certificate

Advantages of attending and participating in diploma activities with the Scandinavian Academy for Training and Development in the Kingdom of Sweden

- After completing the diploma and successfully passing it, the trainee participating in the diploma gets a training scientific bag that includes:
  - An integrated training package containing (certificate of attendance, participation and interest in the diploma attested by the Swedish Ministry of Foreign Affairs - the scientific material for the diploma)
- The Scandinavian Academy for Training and Development is a specialized training company registered in the Kingdom of Sweden under the number - 559173-7431
- The certificate issued by the Scandinavian Academy for Training and Development is not considered an academic certificate, but rather a professional certificate documenting participation and attendance in training activities. All attestations of the certificate are commercial attestation only, not academic.

Outline

Day 1: Introduction to Digital Product Management

- Understanding Digital Product Management & Its Business Impact
- The Role of a Digital Product Manager: Skills & Responsibilities
- Traditional vs. Digital Product Management Approaches
- Product Lifecycle Management (PLM) & Market Trends
- Workshop: Mapping the Digital Product Lifecycle

Day 2: Product Strategy & Vision Development

- Defining Product Vision & Value Proposition

- Aligning Product Strategy with Business Goals & Market Needs
- Understanding Product-Market Fit & Competitive Positioning
- Case Study: Analyzing Successful Digital Product Strategies

Day 3: Agile & Lean Methodologies in Product Development

- Introduction to Agile, Scrum, and Lean Principles
- Sprint Planning, Backlogs, and User Stories
- Building MVPs (Minimum Viable Products) & Rapid Prototyping
- Workshop: Creating a Product Backlog & Sprint Plan

Day 4: User Research, UX/UI, and Design Thinking

- User-Centric Product Development & Customer Personas
- Design Thinking & Human-Centered Design Principles
- Wireframing, Prototyping, and A/B Testing
- Usability Testing & Accessibility Standards
- Workshop: Conducting a User Research & UX Audit

Day 5: Data-Driven Product Management & Analytics

- Defining Key Product Metrics & Performance Indicators
- Using Data Analytics & User Behavior Insights
- Product Experimentation & A/B Testing for Optimization
- Leveraging AI & Machine Learning in Product Analytics
- Workshop: Building a Product Dashboard Using Google Analytics**

Day 6: Roadmap Development & Stakeholder Management

- Creating & Prioritizing a Product Roadmap
- Balancing Short-Term & Long-Term Product Goals
- Managing Cross-Functional Teams & Stakeholders
- Workshop: Developing a 6-Month Product Roadmap**

Day 7: Go-To-Market (GTM) Strategy & Product Launch

- Positioning, Pricing, and Packaging Strategies
- Go-To-Market Planning: Channels, Messaging & Sales Enablement
- Growth Hacking & Customer Acquisition Techniques
- Workshop: Creating a Go-To-Market (GTM) Strategy for a New Product**

Day 8: Product Growth & Retention Strategies

- Building & Optimizing Customer Onboarding Flows
- Strategies for Reducing Churn & Increasing Retention
- Monetization Models: Subscription, Freemium & One-Time Sales
- Workshop: Developing a Product Growth & Retention Plan**

Day 9: Managing Product Evolution & Continuous Improvement

- Gathering & Implementing Customer Feedback Loops
- Scaling Products: Localization, Expansion & Partnerships
- Future Trends in Digital Product Management
- Case Study: Analyzing How Top Tech Companies Scale Their Products**

Day 10: Capstone Project & Final Assessment

- Integrating Learnings into a Real-World Digital Product Plan
- Team Pitch: Presenting a Digital Product Strategy
- Final Assessment: Developing a Product Roadmap & Strategy**
- Certification Ceremony & Course Wrap-Up

The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

Program Timings:

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.