StaffCPD | Affordable CPD for All

Certificate in Product Management

CPD Certificate • Accredited by UK Versity and The CPD Certification Service

COURSE TYPE	DURATION	ASSESSMENT	STUDY MODE	ACCREDITED BY
CPD Certificate	**4 weeks**	**Online MCQ (50% pass)**	**Online / Self-paced**	**UK Versity & CPD Certification Service**

COURSE OVERVIEW

Product management is about the creation, distribution, branding and marketing of a product across every stage of its development. This course helps you understand the full product life cycle and assess the factors that lead to success in the market.

WHAT YOU WILL LEARN

- Overview and Opportunity
- New Product Successes and Failures
- New Product Development Process
- Concept Generation and Testing
- Test Marketing
- Product Launch and Commercialisation
- Product Life Cycle

ENTRY REQUIREMENTS

- There is no previous experience or qualifications required for enrolment.
- It is available to all students aged 18 or over, of all academic backgrounds.
- Basic understanding of English language is required to attend this course.
- You'll need a smart device (PC/Mac/Tablet) with an internet connection.

CAREER AND PROGRESSION

Suited to anyone managing a product or running their own business, and to professionals wanting to progress in this field. It also works well as CPD to develop skills in your current job.

ASSESSMENT & ACCREDITATION

This course does not involve any written exams. Students are assessed by Multiple Choice Questions (MCQ) and must achieve a minimum of 50% to pass. This course is accredited by UK Versity and The CPD Certification Service. On successful completion you receive a certificate you can verify at staffcpd.com/verify-your-certificate.

Course Fee: £75

100% online | Instant access on purchase | 12 months' access

BUY NOW
staffcpd.com

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