# Telecom Product Management and Marketing Training Course

11 – 15 January 2027
Baku

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**Ref:** 1705_228188 **Date:** 11 – 15 January 2027 **Location:** Baku **Fees:** 5000 Euro

## Overview

Telecom Product Management and Marketing Training Course is a one-week course for telecom product, marketing, commercial strategy, proposition, customer experience, channel, and service portfolio teams, who leave with a Telecom Product Launch Decision Pack. The course connects telecom customer insight, product strategy, value proposition design, telecom product portfolio governance, pricing and packaging, product lifecycle management, go-to-market planning, channel readiness, campaign measurement, and customer journey decisions. Agile Leaders Training Center presents the course on telecom product management and marketing.

## Who Should Attend

- Teams responsible for telecom product strategy, offers, and lifecycle decisions
- Functions responsible for customer and market insight in communications services
- Specialists responsible for propositions, pricing, packaging, and product catalogs
- Teams responsible for marketing campaigns, channels, and sales readiness
- Functions responsible for customer journeys, experience measures, and commercial performance

The course assumes participants contribute to telecom products, services, marketing, sales channels, or customer experience and leaves out generic consumer marketing, network engineering design, software configuration, and certification preparation.

## Departments and Industries

The course supports product and marketing decisions across communications service providers and connected-service businesses.

- Product management and portfolio departments
- Marketing, brand, and commercial strategy teams
- Customer experience and customer insight functions
- Sales, retail, digital, and partner channel teams
- Mobile, fixed, broadband, and enterprise service businesses
- Digital platforms, media, financial technology, and connected-device organizations

## Learning Objectives

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

- Analyze telecom customer needs, market signals, and service constraints
- Build product strategies and evidence-based value propositions
- Evaluate portfolio, lifecycle, pricing, and packaging choices
- Apply product catalog and channel readiness controls
- Use campaign, sales, journey, and experience measures
- Prioritize launch decisions through cross-functional product governance

## Course Agenda

### Day 1: Telecom Market and Customer Insight

- Communications Service Market Context Map
- Customer Segment and Needs Evidence Canvas
- Telecom Customer Journey and Touchpoint Map
- Quality of Service and Quality of Experience Evidence Matrix
- Market Opportunity and Service Constraint Register

### Day 2: Product Strategy and Value Propositions

- Telecom Product Strategy Decision Framework
- Customer Problem and Value Proposition Canvas
- Product Offering and Service Specification Map
- Network, Service, Billing, and Support Feasibility Gate
- Product Objectives and Commercial Assumption Log

### Day 3: Portfolio, Lifecycle, Pricing, and Packaging

- eTOM Product Portfolio Strategy Process Map
- Product Lifecycle Investment and Retirement Matrix
- Pricing Architecture and Package Design Method
- Offer Economics and Sensitivity Scenario Sheet
- Product Catalog Readiness and Governance Checklist

### Day 4: Go-to-Market and Performance Management

- Telecom Go-to-Market Responsibility Map
- Channel Readiness and Sales Enablement Checklist
- Campaign Objective and Audience Selection Brief
- Product, Sales, and Campaign Performance Dashboard
- Customer Experience Feedback and Improvement Loop

## Day 5: Telecom Product Launch Practice

- Customer Insight and Opportunity Diagnosis Exercise
- Value Proposition and Feasibility Review Exercise
- Portfolio, Pricing, and Package Decision Exercise
- Go-to-Market and Performance Review Exercise
- Telecom Product Launch Decision Pack Capstone Exercise

## Practical Exercises

The course uses suggested activities to practice telecom product management and marketing decisions.

- Suggested activity: map customer segments, journeys, service expectations, touchpoints, market signals, and product constraints for a telecom offer.
- Suggested activity: build a value proposition, offering structure, feasibility gate, objectives, and commercial assumption log.
- Suggested activity: compare portfolio, lifecycle, pricing, packaging, catalog, and channel alternatives using decision evidence.
- Suggested activity: assemble launch, campaign, sales, journey, and performance controls into a Telecom Product Launch Decision Pack.

## FAQs

### Who suits telecom product management and marketing training and what does it assume?

Telecom product management and marketing training suits product, proposition, marketing, commercial, experience, channel, and service portfolio professionals. It assumes exposure to telecom services or commercial operations and does not require network engineering responsibility.

### How does telecom product management training differ from general marketing training?

Telecom product management training connects customer demand with service feasibility, product offerings, catalogs, billing, pricing, channels, lifecycle governance, and experience measures. General marketing training applies campaign, brand, and customer methods without this telecom operating context.

### How does a telecom value proposition become a product offering?

A telecom value proposition becomes an offering when customer value, service features, eligibility, pricing, package rules, billing treatment, channel information, support requirements, and delivery feasibility are aligned and approved.

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## What belongs in a telecom product go-to-market plan?

A telecom product go-to-market plan aligns target segments, positioning, offer structure, channels, sales enablement, campaign actions, operational readiness, customer support, launch controls, performance measures, and decision ownership.

## How should telecom product performance be measured?

Telecom product performance should combine commercial, channel, usage, service, campaign, journey, and customer-experience evidence. Teams select measures that trace product objectives and support lifecycle, investment, improvement, or retirement decisions.

## Conclusion

Participants take a Telecom Product Launch Decision Pack back to work. It connects customer insight, product strategy, value propositions, portfolio choices, lifecycle governance, pricing, packaging, catalog readiness, channels, campaigns, journeys, and performance evidence. It changes disconnected commercial activities into traceable product decisions, coordinated launch actions, measured outcomes, and governed lifecycle choices.