

Course Description

Product Management: Create a Go-to-Market Plan (KLplus CPE Course)

Description:

In this course, you will learn when to use a Go-to-Market plan, the contents of a Go-to-Market plan, how to prepare to build a Go-to-Market plan, the elements top define in a Go-to-Market plan, and the steps to take when building a Go-to-Market plan.

Learning Objectives:

Upon completion of this course, the learner will be able to:

- Discover the subject areas that will be covered in this course
- Identify the benefits of using a Go-to-Market plan to launch a product
- Identify the goals of a Go-to-Market plan's executive summary
- Identify the elements you need to define when building a Go-to-Market plan
- Identify the approaches to building a Go-to-Market plan
- Identify the steps to take when building a Go-to-Market plan
- Sequence the stages of the launch phase workflow
- Knowledge Check: Getting Your Product to the Customer with a Go-to-Market Plan

Estimated Course Duration: 45 minutes (1 CPE credits)

Delivery Method: Online Self-Study

Field of Study: Business Management and Organization

Program Level: Basic

Prerequisites: None



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