

AIPMM Course Information Guide

Certified Product
Manager Course



About AIPMM

Founded in 1998, the Association of International Product Marketing and Management (AIPMM) is the leading global organization dedicated to advancing product and brand management. We provide comprehensive training, industry-recognized certifications, and professional networking to empower individuals and organizations worldwide.

Our mission is to set the gold standard for product management excellence across industries. As the creators of the Product Marketing and Management Body of Knowledge® (ProdBOK®), we ensure professionals have the expertise needed to drive innovation and success.

AIPMM serves as a unifying global body, supporting product managers, brand managers, and product marketing professionals throughout the entire product life cycle. Our certifications, including the Product Manager Certification, establish universal best practices, equipping professionals with proven tools and methodologies to build and sustain a product throughout the life cycle.

As the worldwide certifying authority, AIPMM remains committed to shaping the future of product and brand management through thought leadership, research, and cutting-edge education.



aipmm.com • support@aipmm.com

Certified Product Manager®

Develop

Build end-to-end product management capability across the full product life cycle, from Conceive and Plan through Launch, Deliver, and Retire.

Recognize

Earn a professional credential that demonstrates knowledge of a structured product management framework, core life cycle decisions, and cross-functional responsibilities.

Connect

Join AIPMM's global community of product, product marketing, and brand professionals committed to professional standards and continued learning

The Certified Product Manager® (CPM®) certification provides a structured, life cycle-based view of product management, equipping professionals with a common language and practical framework for guiding products from concept through retirement.

Throughout the program, participants explore the AIPMM seven-phase product life cycle: Conceive, Plan, Develop, Qualify, Launch, Deliver, and Retire. The curriculum connects customer needs and market insight to product strategy, requirements, roadmaps, launch readiness, portfolio decisions, and end-of-life planning.

The course also emphasizes the cross-functional nature of product management. Participants examine how Product Managers align business priorities, customer value, product decisions, and the work of teams across functions throughout the life cycle.

AI-Empowered Product Management

A dedicated AI-Empowered Product Management section explores how AI can support research, analysis, prioritization, collaboration, experimentation, and decision-making while preserving the human judgment, empathy, accountability, and responsible use that effective product leadership requires

Practical Learning

Learning is reinforced through exercises and case studies that connect product-management concepts to real decisions, including concept development, launch readiness, portfolio choices, and end-of-life planning.



By Becoming a Certified Product Manager, You Will:

The CPM® course builds a practical, life cycle-based understanding of product management and the decisions, tools, and cross-functional responsibilities required to move products from opportunity through retirement.

Lead Products Across the Life Cycle

Understand how Product Manager responsibilities evolve across Conceive, Plan, Develop, Qualify, Launch, Deliver, and Retire, and how phase gates support disciplined decisions at critical transition points.

Translate Customer and Market Insight into Product Direction

Connect customer problems, market requirements, value propositions, positioning, requirements, and business-case thinking to clearer product choices and priorities.

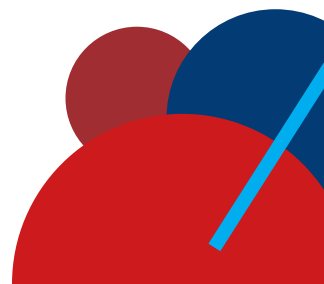
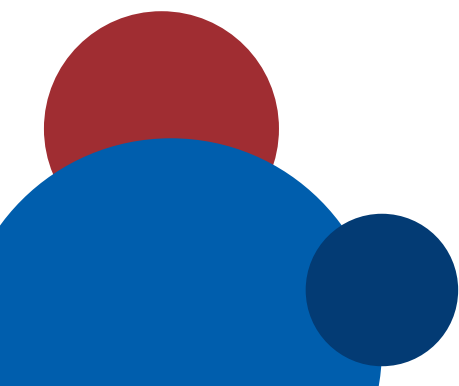
Coordinate Cross-Functional Planning and Execution

Understand how Product Requirements Documents (PRD), development plans, roadmaps, supporting functional plans, launch plans, and launch-readiness activities help align teams around execution.

Manage Product Health and Life Cycle Decisions

Use performance signals and portfolio tools to assess product health, guide investment and positioning decisions, and plan responsible transitions or end-of-life activities when products reach retirement.

Whether you are formalizing existing product management experience or building a broader life cycle perspective, the CPM® course provides a consistent framework for thinking about customer value, business alignment, execution, and product decisions.



Credentials That Demonstrate Product Management Knowledge

The Certified Product Manager® (CPM®) credential demonstrates knowledge across the core responsibilities, decisions, and life cycle practices that support effective product management.

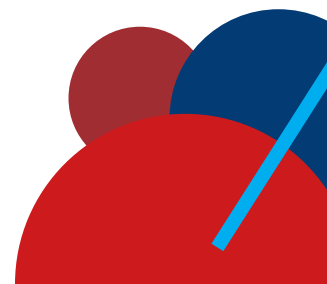
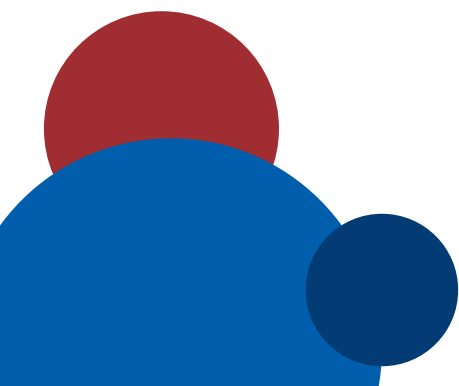
Credential holders understand how to evaluate product opportunities, define customer and market needs, shape product vision and strategy, and translate early concepts into requirements, value propositions, positioning, and business justification.

They understand how product definition, Product Requirements Documents (PRD), development plans, project plans, roadmaps, validation activities, and phase-gate decisions create alignment as a product moves from planning into execution.

The CPM® also addresses launch preparation and execution, product health, portfolio management, and life cycle optimization. Candidates encounter tools such as launch-readiness checklists and the BCG Matrix to support structured decisions about investment, growth, continuation, transition, and retirement.

Finally, the course addresses responsible end-of-life planning and the evolving role of AI in product management, reinforcing that new tools can strengthen analysis and execution while human judgment, empathy, ethics, and accountability remain essential.

“Seven phases. One connected product life cycle. Practical decisions from concept to retirement.”



Why CPM® Matters

It Matters to You

Strengthen your end-to-end product management knowledge and build confidence using a consistent life cycle framework.

- Build a shared vocabulary for product work and life cycle decisions.
- Connect customer, market, business, and execution thinking across the full product life cycle.
- Demonstrate your product management knowledge with an AIPMM professional credential.

It Matters to the Company

Help create a more consistent approach to product decisions, cross-functional alignment, and life cycle governance.

- Use a repeatable framework from concept through retirement.
- Improve alignment around requirements, roadmaps, launch readiness, portfolio choices, and phase gates.
- Apply practical tools that connect customer value with business and operational decisions.

It Matters to Your Customers

Keep customer problems, value, readiness, and continuity visible throughout product decisions.

- Ground product choices in customer and market needs.
- Improve readiness before launch and responsiveness after launch.
- Plan product transitions and retirement with clearer communication, migration, and impact considerations.

Certified Product Manager Course Outline

Conceive » Plan » Develop » Qualify » Launch » Devliver » Retire

Section 1: Foundations of Product Management

Establish a shared product management language and life cycle orientation. Topics include the Product Manager role, internal and external responsibilities, goods and services, product categories, brands and product lines, development approaches, phase gates, and the levels of product value.



Section 2: Conceive and Plan

Explore the Conceive and Plan phases, from identifying and evaluating product opportunities through defining the product and preparing for execution. Topics include concept creation, Product Concept Statements, SWOT/TOWS analysis, opportunity prioritization, market requirements, personas, MVP definition, value proposition, positioning, business-case development, product requirements, roadmaps, development planning, and phase-gate decisions.

Section 3: Develop and Qualify

Explore the Develop and Qualify phases as the product moves from planning into execution and launch preparation. Topics include requirements refinement, product development, validation and testing, release and configuration management, supporting functional plans, launch planning, operational readiness, launch readiness, and phase-gate decisions.

Section 4: Life Cycle Management and Portfolio Strategy

Follow the product into Launch, Deliver, and Retire. Topics include launch execution and performance, product health, portfolio management tools such as the BCG Matrix, life cycle investment decisions, end-of-life planning, customer migration, and internal and external retirement impacts.

Section 5: AI-Empowered Product Management

Examine AI as a strategic partner across the product life cycle. The section addresses AI-supported customer insight, market analysis, prioritization, planning, collaboration, experimentation, and decision support while emphasizing data literacy, limitations, ethics, empathy, transparency, and responsible product leadership.

Practical Tools & Frameworks You'll Encounter

The CPM® course connects product-management concepts to practical artifacts and decision tools used throughout the product life cycle. Representative tools and frameworks include:

- Product Concept Statement
- SWOT & TOWS Analysis
- Market Requirements Document (MRD)
- Product Requirements Document (PRD)
- Product Roadmap
- Launch Plan & Launch Readiness Checklist
- BCG Matrix
- End-of-Life Plan

These tools help candidates connect customer and market insight to planning, execution, launch, portfolio management, and responsible product retirement.

Practical Learning

Learning is reinforced through practical exercises and case studies that connect product-management concepts to real decisions.

Exam Preparation Support

Candidates receive an Exam Coverage Guide to help confirm that they have reviewed the concepts covered by the certification exam. The guide supports course review; it does not replace completion and review of the course materials.

Earn the Credential

The CPM® course prepares candidates for the AIPMM Certified Product Manager® certification exam. Candidates who successfully meet the certification requirements earn the Certified Product Manager® credential.

Ready to take the Next Step?

Learn more about the Certified Product Manager® course, explore upcoming delivery options, and take the next step toward certification.

<https://aipmm.com/cpm>