



Strategy 2 Market, Inc.  
PDMA Certification Preparation Course Review

Courses are held at the University of Chicago - Gleacher Center, located at 450 North Cityfront Plaza Drive in Chicago. Breakfast, lunch and refreshment breaks are included in the course fee. Catering is provided by Wolfgang Puck Catering.

Nearby hotels include:

- Sheraton Chicago Hotel and Towers (800) 916-4614
- Hyatt Regency Chicago (800) 444-6835
- Embassy Suites Lakefront (800) 664-6835
- Chicago Marriott Downtown Magnificent Mile (800) 574-0835

Each student will receive the following materials:

- Official, licensed PDMA Certification Review Workbook
- Additional lecture materials from Strategy 2 Market, Inc.
- NPDP Preparation Review Personal Preparation Plan
- Individual Study Plan
- Post-seminar New Product Development test

## Agenda

### Day 1

8:30 – 9:00	Registration Breakfast Networking
9:00 – 9:30	Introduction Review Objectives
9:30 – 12:00	New Product Development Strategy <ul style="list-style-type: none"><li>- Mission, Vision, Values</li><li>- Business Strategy</li><li>- Innovation Strategy, including frameworks and best practices</li><li>- Product Innovation Charter</li></ul>
12:00 – 1:00	Lunch
1:00 – 2:30	Portfolio Management <ul style="list-style-type: none"><li>- What is Portfolio Management</li><li>- Senior Management Role</li><li>- Goals of Portfolio Management</li><li>- Integration Issues</li></ul>
2:30 – 2:45	Refreshment Break
2:45 – 4:45	New Products Process <ul style="list-style-type: none"><li>- Definitions</li><li>- Stage-Gate</li><li>- Phase Review Process</li><li>- Decision-making</li><li>- Process Owners</li></ul>
4:45 – 5:00	Wrap-up

## Day 2

8:30 – 9:00	Breakfast Networking
9:00 – 11:30	Marketing Research <ul style="list-style-type: none"><li>- What is Marketing Research</li><li>- Voice of the Customer</li><li>- Secondary Research</li><li>- Primary Research</li><li>- Exploratory Research</li><li>- Confirmatory Research</li></ul>
11:30 – 12:30	Lunch
12:30 – 2:30	Tools and Metrics <ul style="list-style-type: none"><li>- Tools<ul style="list-style-type: none"><li>o Portfolio Management</li><li>o Financial Analysis / Forecasting</li><li>o Idea Generation</li><li>o Quality</li><li>o Engineering Design / Technical</li><li>o Project Management</li><li>o Market Research / Marketing</li></ul></li><li>- Metrics<ul style="list-style-type: none"><li>o Fundamentals</li><li>o Measuring Success</li></ul></li></ul>
2:30 – 2:45	Refreshment Break
2:45 – 4:15	Teams, People and Organizational Issues <ul style="list-style-type: none"><li>- Definitions</li><li>- Project Team Organizations</li><li>- Team Culture and Process</li><li>- Building and Managing a New Product Team<ul style="list-style-type: none"><li>o Roles in New Product Development</li></ul></li><li>- Organization Issues in Supporting Teams<ul style="list-style-type: none"><li>o Senior Management Roles</li><li>o Cross-Functional Interfaces</li><li>o Factors Affecting Multi-Functional Team Effectiveness</li></ul></li></ul>
4:15 – 4:45	Post-seminar New Product Development Test
4:45 – 5:00	Wrap-up