< Date >

**RE: Product Management Accredited Training**

Dear < Manager >,

As a new product manager for < Brand X >, I know how critical it is to delve into the role and immediately lead the product and stakeholders on a path to success. I’ve been thinking about how to perform within the best interests of the brand while acquiring the knowledge that only comes with experience. How can I be effective right now while I’m still learning the basics over time?

My answer is a course I’ve discovered called ***Product Management Essentials: A primer for new and aspiring product managers***, offered by the CCPE. The course focuses on core product management principles and areas of responsibility. It covers topics such as stakeholder engagement, conducting a business review, developing a brand strategy and developing and measuring tactical plans. The content seems perfectly suited to the timing and nature of my role. The course is described as a “roadmap” for navigating the product management role with emphasis on identifying priorities and mastering fundamental concepts. A full description of the course can be found on the course page of CCPE website < url >.

It’s important to note that the course is designed to provide a basis for future learning, and therefore will complement any proprietary training I may receive internally.

*Would you consider letting me take the course* ***Product Management Essentials*** *as part of my professional development plan?*

I believe that the course could deliver immediate benefits for my performance, contributing to both the short-term and long-term success of < Brand X >.

**Key Details:**

* **Self-directed learning:** The course is provided in binder form with PDFs for easy access and I could complete it on my own time from home or with minimal time commitment from work (approximately 8 – 10 hours over the course of two weeks)
* **CCPE-accredited** and is offered at a cost of **$XXXX** (plus taxes). *^Prices are based on CCPE membership. Please insert the correct price^*
* **Value to the brand, marketing team and other stakeholders:**
	+ By mastering fundamental tasks and concepts, I can immediately perform my responsibilities at a higher level compared to other new product managers working for our competitors
	+ Equipped with a deep knowledge of the fundamentals, I will have the tools I need to engage stakeholders in critical areas and tasks
	+ I can summarize my learnings and share them with you and/or junior members of the marketing team. You would also be able to use this summary to gauge the value of the course for others who could benefit.

I’d be happy to answer any questions you may have about this request to take Product Management Essentials as part of my professional development plan. Thank you for taking it into consideration.

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