

Product Management Course Syllabus

Product School's **Product Management** course is an 8-week part-time program for professionals with strong technical or business backgrounds who want to transition into product management roles at software-based companies.

Our classes are compatible with traditional work schedules and our campuses are conveniently located in **San Francisco, Silicon Valley, Los Angeles, New York, Seattle, Chicago, Austin, Denver, Boulder, Boston, Toronto, and London!**

This is not your traditional lecture class. Expect a healthy mix of group work, hands-on practice with mentors, job search assistance, and an experiential learning process centered around managing the development of software products from beginning to end, and helping you become a product manager.

Assess Target Opportunities

Product Management 101

- **Introduction to Product Management:** Define roles; Define responsibilities
- **The Product Management Process:** An overview of the product development life cycle
- **Looking at Your Resume Through a Product Filter:** Creating a great resume and cover letter

Strategically Understanding a Company

- **Personas:** Understanding your customers
- **Success Metrics:** How does a company measure and quantify its goals
- **Use Cases:** Understanding how customers use products to achieve goals

Determine your Target Customer

Creating an Opportunity Hypothesis

- **Quantitative Methods:** Turning metrics into opportunities
- **Qualitative Methods:** Figuring out what to do next from non-measurable sources, aided by the Business Model Canvas, Value proposition Canvas, and Kano Model

Validating an Opportunity Hypothesis

- **Internal Validation:** Validate an opportunity with your team
- **Customer Development:** Talking with customers to make sure what you want to work on next is useful
- **Validating with Experiments:** A/B Tests, Testing with a Minimum Viable Product (MVP)

Define and design your product

From Ideas to Action

- **Define an MVP:** Determining the MVP for your opportunity
- **Writing and Using Product Requirement Documents (PRDs):** How to write PRDs people will actually read

Validating an Opportunity Hypothesis

- **UX Design Process:** Sketching Wireframing / Mockup / Prototyping
- **Working with Design:** PMs and Design responsibilities, Assess a Design
- **Google Ventures Design Sprints:** Hands-on

Build and launch your product

Engineering Development Methodologies

- **Product / Engineering Relationships:** Strategies for establishing a great relationship with the engineering team
- **Development Methodologies & You:** Waterfall; Agile: Kanban & Scrum

Product Marketing and Launch

- **Customers and Messaging:** How to create a product message to convey your product to customers
- **Going to Market:** How to successfully launch a product

Measure and iterate your product

Product Iteration and Interview Questions

- **Iteration:** Finishing up the product development cycle & preparing for the next iteration
- **Interview Questions:** Tips and practice for common types of product management interview questions

Public Speaking I

- **Create speaking content:** A gentle introduction to public speaking with hands-on practice
Google Ventures Design Sprint practice

Course review

Public Speaking II

- **Create speaking content:** A gentle introduction to public speaking with hands-on practice
- **Create presentation content:** How to speak effectively with a presentation

Validating an Opportunity Hypothesis

- **Recap:** We cover any unanswered questions and spend the rest of the class doing a mini project together

Demo your product

Final Presentations

- **Get buy-in for your product:** Your instructor will identify strengths and areas for improvement

Final Presentations Review

- **Analyze other products:** Learn from the feedback your instructor will provide to your peers

As part of our program, each of our students receives unlimited free access to all of our weekly **Product Management Workshops** & an exclusive invite to the largest **Product Management Slack Community**

If you would like to learn more about our Product Management course, visit our website, or **Apply Now**



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