

Strategic Product Management Marketing 554

Learn how new software-based products are developed from an ex-Amazon / ex-Docusign technology executive with decades of product-building experience in Europe and the USA.

No prior technical background required. Prerequisite: B A 500 or MKTG 501.

Through a mix of (many) interactive case discussions and (a few) theoretical constructs, you will end this course well equipped to succeed in a first job as a Product Manager with any technological firm.

Learn how to identify problems that can be solved through product innovation, use data for decision making surrounding product prioritization, define success for product lines, and develop the important skills of a produce manager including communication, adaptation, problem solving and execution.

Pitching your idea

Articulate the business case for a new product using the gold standard from Amazon - the PR/FAQ.

Working with engineering

Gain a solid understanding of the SCRUM process - indispensable to work efficiently with engineering teams.

Going to market in technology

Build a robust go-to-market plan for your tech product (SaaS pricing, marketing and sales).