Strategic Product Management
Marketing 554

Learn how companies create successful software-based products from an ex-Expedia technology executive with decades of product-building experience in Europe and the USA.

This course provides you with the fundamentals of Product Management, the art and science of mixing data with customer obsession to create successful offerings. The course is particularly well-suited for students interested in exploring a career at companies where technology plays a major role.

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 tech-enabled firm.

<table>
<thead>
<tr>
<th>Pitching your idea</th>
<th>Working with engineers</th>
<th>Driving to outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Articulate the business case for a new product using the gold standard from Amazon—the PR/FAQ.</td>
<td>Gain a solid understanding of Agile practices - indispensable for working effectively with engineering teams.</td>
<td>Drive actual business results instead of just building a shiny new toy that sits on the shelf.</td>
</tr>
</tbody>
</table>

Jenne Pierce
Affiliate Instructor

Email: jenne@uw.edu