

# Strategic Product Management Marketing 554

According to every Product Manager I've (and probably you've) ever met, the #1 question Product Managers get asked is: "But what do you actually DO?" While there are as many ways to do Product Management as there are companies that have product roles, there are core skills and tools that you need in your toolbox to identify and practice strategic, effective, outcome-driven product management.

This course provides an overview and practice with the tools to develop a strategic, data-driven approach to product thinking and execution. The course is suited for students who want to pursue a career in technology, either interfacing directly with Product Managers and Leaders, or pursuing a career as one.

This course will be an interactive journey through the concepts and practice of Product Management.

Come prepared to be challenged!

## The What & Why

Learn a number of frameworks and approaches you can use to discover WHAT to build, and to articulate WHY it should be built to stakeholders.

## The How

Learn and practice the How of effective execution and of influencing cross-departmental collaboration to bring your product to life. (Hint: Agile methods and solid communication skills are key!)

## Drive Results

Learn basics of Go-To-Market, Product marketing, and other tools key to driving product awareness, adoption, and engagement. Learn to develop the right product metrics that will drive results.