



Product Management

COURSE DESCRIPTION

Overview

Developing a new product in the technology world involves more skills, team-work, and cooperation than ever. Having a good product manager on board is now crucial for building quality products that bring real value to users. From understanding market needs and evaluating technological feasibility to navigating the full product cycle and working with development and design teams - the product manager does it all. In today's economy, good product managers are always needed, yet there are limited opportunities to learn the skills required to become a successful one.

Elevation Academy's 12 weeks part-time Product Management course will provide students with the ability to develop and launch market-ready viable products in today's fast-growing market of internet and mobile technologies, as well as other offline industries. The course will include a variety of hands-on workshops and guest speakers from industry professionals who will share their own experience and enrich the learning process.

Students will learn and practice how to identify and tackle new problems, define creative solutions, guide a product through the development cycle using new methodologies and tools as well as create a product roadmap and go-to market strategy. And if that is not enough, towards the end of the course, students will be trained to integrate into the work industry through preparation for home tests and job interviews.

Define a product

During the course, participants will perform and present a full product definition process - starting from market research and progressing to writing a spec and creating an adoption and release strategy.

Course curriculum

Know Your Environment

Introduction to Product Management

Understand the multiple roles & responsibilities of a Product Manager.

The Product Development Process

Understand each phase of a product life cycle, and the development stages needed to develop them.

Understand the Problem

Introduction to Lean Startup

Learn how to apply lean startup methodology to building products.

Customer Development

Identify a company's target customers and their needs.

Market Research

Know what's out there (competitors, trends, etc.).

Testing & Validating/Minimum Viable Product

Determine if an idea has product/market fit.



Understand the Product Development Process

Product Roadmap

Learn the distinct phases along a product's timeline: pre-launch, pre-market fit, and post-market fit. Build a product roadmap.

Project Management & Product Specs

Learn tools and best practices for product development and processes

Business Model Design

Describe the components of a business model canvas and how they relate to each other.

Customer Interview

How to create and perform an interview.

Know your Users

Personas & Empathy Maps

Create personas and empathy maps to better understand your customers.

Features & User Stories

Translate customer needs into product features.

Wireframing & Storyboarding

Understand how to create wireframes in order to test ideas and identify potential problems.

Stories and PRD workshop

How to structure and write a PRD. Level of detail, how to organize the information and more.

Metrics and Pricing

UX for Product Managers

Learn the basics of User Interface and User Experience: Product and UX work relationship, Wireframing & Storyboarding, UX Prototyping and Usability, Persuasive Design, How to build engaging products.

Metrics

Use the best metrics and KPIs to track a variety of subjects.

Product Analytics

Identify tools to measure metrics and product analytics.

Pricing & Financial Modeling

Build a working financial model for a product.

Market and Present the Product

Product Marketing

Positioning, segmentation, branding.

Presenting Your Product

Learn how to present your product to stakeholders more effectively.

Go To Market

Learn how to launch new products and features.

Marketing & Growth

Learn marketing and growth for your product.

Conversational UI

Building Mobile products

Ready, Set, Go

How to solve a home test

Interviewing for PM position

Final Presentation & Feedback