PRODUCT MANAGEMENT CERTIFICATE

Program Description

Product management is among today's most desirable skill sets, often serving as a direct path into executive leadership in organizations and making or breaking success for entrepreneurs. In this program, you will develop the product mindset needed to bring viable products to market. The courses are designed to give product managers a deeper understanding of what it takes to bring a product from idea, to launch, to future iteration. You will begin by defining the problem a product will solve as you map the customer's journey and articulate user personas. You'll have the opportunity to learn important facets of product roadmapping decisions and prototyping through a number of product management activities, including how to partner with designers to create codeless prototypes. The focus then moves to measuring progress against objectives and presenting product learnings to stakeholders. You will apply these skills to build and launch into production, ensuring end-product success as you bring your product to market.

Key Takeaways

- Define a single problem the product solves for customers
- Perform user research, map the customer journey, and create target personas
- Define the product vision, key drivers of success, and the most critical goals
- Validate hypotheses about your users, product, and business
- Create a compelling product roadmap that articulates what you plan to build
- Design a product prototype
- Develop your Minimum Viable Product
- Plan a product sprint and outline work for an engineering team
- Analyze product data to measure success and inform the next iteration of the product

What You'll Earn

- Product Management Certificate from Cornell Tech
- 60 Professional Development Hours (6 CEUs)

Who Should Enroll

- Current and aspiring product management professionals
- Product marketing managers
- Designers
- Engineers and developers
- Business and data analysts
- Entrepreneurs and small business owners
- Operations managers
- People interested in transitioning to the tech industry

Total Investment

- 3 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Product Management Certificate (https://ecornell.cornell.edu/certificates/technology/product-management/).

Courses

Code	Title	Hours
eCornell CTECH101	Developing a Product Hypothesis and User Personas	0
eCornell CTECH10	Product Vision and Goals	0
eCornell CTECH103	Product Roadmapping	0
eCornell CTECH10	Product Prototyping	0
eCornell CTECH105	Product Analytics and Iteration	0
eCornell CTECH10	Product Engineering and Execution	0