



# PRODUCT MANAGEMENT

## S Y L L A B U S

## What you will learn

- Assessing Target Opportunities
- Identifying your Target Customer
- Defining, designing and building your product
- Measuring and Iterating your product
- Public Speaking and Presentations

# Course Content

## Assess Target Opportunities

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- Introduction to Product Management
- The Product Management Process
- Personas
- Success Metrics
- Use Cases

## Determine your Target Customer

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- Creating an Opportunity Hypothesis
- Validating an Opportunity Hypothesis

## **Define and design your product**

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- Define an MVP
- Writing and Using Product Requirement Documents (PRDs)
- Validating an Opportunity Hypothesis

## **Build and launch your product**

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- Engineering Development Methodologies
- Product Marketing and Launch

## **Measure and iterate your product**

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- Product Iteration
- Public Speaking

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