# Curriculum

### Week 1 to 3

## Foundations of Product Management

Kickstart your product management journey with an in-depth exploration of the role's core responsibilities and the product lifecycle. This phase covers the various methodologies used in product management, aligning product strategy with business goals, and the fundamentals of data-driven decision-making.

**Key Outcomes**

- ⊘ Understand the full scope of a product manager's role across different types of organizations
- ⊘ Gain knowledge of the product development lifecycle and its stages
- ⊘ Learn to align product strategies with organizational objectives
- ⊘ Develop an understanding of the fundamentals of data-driven decision-making in various product management scenarios

### Week 4 to 6

## Product Strategy and Discovery

Immerse yourself in the process of crafting product strategies by learning to analyze market trends, identify customer needs, and conceptualize product opportunities. This module emphasizes the creation of customer personas and the application of discovery frameworks to shape effective product strategies.

**Key Outcomes**

- ⊘ Master techniques for identifying and evaluating product opportunities
- ⊘ Conduct market research and apply findings to strategic decisions
- ⊘ Develop customer personas to guide product strategy and design
- ⊘ Develop alignment between product strategies and broader business goals to establish opportunities for Product/Market fit
- ⊘ Explore and evaluate various product monetization strategies, understanding their implications and applications

## Feature Strategy

Dive deep into the tactics of feature ideation and development, focusing on product-led growth principles and value mapping to prioritize and define product features. This module also covers the essentials of prototyping and data modeling for product management.

**Week 7 to 10**

**Key Outcomes**

- Apply Product Led Growth principles to drive feature ideation
- Use value maps to match product features with customer needs
- Create Product Requirement Documents (PRDs) for clear communication of product features
- Design and test low-fidelity prototypes and choose appropriate testing methods
- Create product data models ensuring consistent and meaningful data tracking

## Execution and Collaboration

Transition from planning to action by applying agile methodologies to manage product development effectively. This module focuses on feature prioritization, cross-functional team collaboration, influencing other teams without authority, and decision-making strategies necessary for successful product execution.

**Week 11 to 13**

**Key Outcomes**

- Employ feature prioritization techniques to streamline product development
- Implement agile practices to enhance collaboration and efficiency
- Apply collaboration strategies to guide stakeholders through the product development process
- Understand and apply technical language for effective communication with engineering teams

## Product Marketing and Growth

Dive into the world of product marketing and growth, learning to position products effectively in the market, formulate and implement robust go-to-market strategies, and understand crucial metrics for growth. Explore user acquisition and retention strategies and learn to develop and implement strategies for scaling and growth.

Week 14 to 15

**Key Outcomes**

- ⊘ Define and implement effective product positioning and messaging
- ⊘ Plan and implement comprehensive go-to-market strategies
- ⊘ Understand and implement growth loops and strategies to facilitate product growth and scaling
- ⊘ Design and execute user acquisition and retention strategies



## Product Analytics and Data-Driven Decision Making

Harness the power of data in product management, understanding SQL, and its pivotal role in product analytics. Implement robust experimentation strategies and apply optimization strategies to enhance user acquisition, activation, and retention through informed, data-driven decision-making.

Week 16 to 18

**Key Outcomes**

- ⊘ Analyze data relevant to product management using SQL
- ⊘ Optimize products with A/B testing and other experimentation strategies
- ⊘ Utilize funnel and cohort analysis to uncover optimization opportunities
- ⊘ Make informed decisions based on comprehensive data analysis

## Capstone Project

Week 19 to 21

At the end of the course, you will conceptualize, design, and plan the launch of a viable product. Through market analysis, customer persona development, and strategic planning, you will produce a prototype, tested with real users, and supported by a detailed product execution plan.

**Key Outcomes**

- Build a mid to high fidelity prototype of a product
- Conduct user testing sessions and gather actionable feedback
- Create a detailed PRD that outlines product strategies and an execution plan
- Apply product management concepts in a real-world scenario