CAREER**FOUNDRY**

Product Management

Program

Program details overview

	Full-time program	Part-time program
Program duration	30-40 hours per week for 3-4 months	15-20 hours per week for 5-6 months
Hours	419	419
Program language	English (minimum required level B2)	English (minimum required level B2)
Program location	Online only	Online only
Start dates	The program will start once **every two weeks**. Start dates here.	The program will start once **every two weeks**. Start dates here.
Total number of projects	2	2
Mentor model	1-1 Mentor calls and direct Tutor messaging	1-1 Mentor calls and direct Tutor messaging
Job Support	Job Preparation Course 1-1 Career Services Job Guarantee	Job Preparation Course 1-1 Career Services Job Guarantee

1.

Who is the program for and what are the requirements?

This program is for complete beginners who'd like to learn the skills needed to become a job-ready product manager—no prior knowledge or experience is required!

The program is also suitable for complete career changers, as well as upskillers who need product management skills in their current role, or if they're hoping to go freelance.

You'll need a computer (macOS, Windows, or Linux) with a webcam, microphone, and an internet connection (see below for more on system requirements).

2.
Which tools will you use in the program?

Google Drive

You'll use this tool for collaboration and content management

Miro or **Mural**

You'll use this whiteboard tool for collaboration

Notion

You'll use this tool for project management and note-taking

QuickTime Player or **Loom**

You'll use either of these tools to create video presentations

Figma or **Omnigraffle**

You'll use either of these tools to create low-fidelity prototypes

Powerpoint

You'll use this tool for making presentations

Trello

You'll use this kanban-style tool for creating lists

Confluence

You'll use this wiki-style tool for collaboration

Skype

You'll use this tool for video communication

Slack

You'll use this tool for instant messaging and communication

What are the costs associated for tools?

There are no costs associated with the tools that you'll be using—the tools offer either completely free to use, or offer free trials or versions that are suitable for the program.

Note: You will be required to invest some independent study time (approximately 1-2 hours per week) towards familiarizing yourself with the tools you'll use throughout the program, and learning how to use them.

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System requirements:

- We recommend checking the individual system requirements for Figma, on their website: Figma
- For the other tools, we recommend a minimum of 4 GB of RAM on your device, but 8 GB would be preferable

3.
How does the program work?

The program provides a **100% online**, **asynchronous** learning experience—so while there is an overall completion deadline, you get to decide how to fit your study hours around other obligations. You'll be working through the program material in your own personal account on the CareerFoundry platform.

The program is broken into several larger modules called "**Achievements**," which are made up of smaller lessons. Each lesson is made up of reading material, videos, tutorials, a quiz, and a task—where you'll put your learning directly into practice. Each task will contribute to the **final projects** and deliverables that you'll finish the program with.

While there is **no final exam**, you'll have a dedicated **tutor** and a professional **mentor** (assigned based on your timezone) who will assess your submissions against our internal rubric. They'll let you know exactly how to improve your work to get it approved.

The program is counted as complete once all the Achievements have been reviewed and approved by your mentor. You will be able to download your **certificate** of completion directly from your dashboard. Take a look at a video of CareerFoundry's learning experience or read more on our How it Works Page.

You'll get free read-only access to our other career-change programs (data analytics, digital marketing, web development, UI, and UX design) and after completing this program, will have lifetime access.

4.
What kind of support is available?

Tutor

Your tutor is a course expert who actively works in the field and provides individual feedback on your course assignments as you work through an Achievement. You'll communicate with them through the messaging tool in your account.

Mentor

Mentors are seasoned professionals who review the final task in your Achievements and provide detailed video reviews of each project you complete during the course. You'll have video calls with your mentor over the span of the program. You can schedule these calls via our learning platform's built-in calendar tool. Learn more about our mentors and our dual-mentorship model on our Mentors page.

Student Advisor

Student advisors ensure you have the best possible experience throughout the program. You can message them from your dashboard (within the platform)— they're always happy to answer any questions you have about the administration of your program.

Career Specialist

If you opt into the Job Preparation course, you'll also have a dedicated career specialist who will provide individualized feedback for your job search strategy and application package. Your career specialist will answer all your questions throughout the Job Prep course, and be there to support and advise you on how to get the most out of your job search, both as you work through the program, and beyond as you progress in your career.

Fellow students

As a CareerFoundry student, you'll be part of an extensive community of fellow students, both during the program and after graduation. You can reach out to this community on Slack to discuss your coursework, organize meetups, or find a study buddy.

5.
Program Outline

The Product Management Program is divided into two parts: Intro to Product Management and Product Management Immersion.

Intro to Product Management

You'll learn about the day-to-day work of a product manager—from conducting market and user research to creating documentation and designing wireframes that help you to visualize the product improvement process.

Along the way, you'll develop key skills to set you up for success as a product manager, such as how to conduct research effectively, collaborate with other roles on the job, create and maintain a product roadmap, manage projects, and present your ideas to stakeholders.

You'll have the chance to learn more about various product manager roles, so that you can set your career goals and create a plan for your continued development. You'll also get an in-depth insight into what it takes to identify, manage, and implement improvements to a product.

The Intro course will cover the following topics:

1. **The Role of the Product Manager**

2. **Introduction to the Product Requirements Document**

3. **Agile: Introduction to Scrum and Kanban**

4. **User & Market Research**

5. **Backlog Prioritization**

6. **Design, Prototypes, and MVPs**

7. **Team Alignment**

See a more detailed course outline here.

Product Management Immersion

Immerse yourself into the mindset of a product manager through hands-on application of the processes and tools that product managers use every day.

Achievement 1 - Understand Your Product and Align the Team

The main focus of this Achievement is to introduce you to the product development lifecycle. In the first stage, which is the discovery of the product, you'll start to understand the product by compiling the first version of a product requirements document.

You'll also learn how to align team members and stakeholders to ensure that everyone is on the same page by creating product principles, a problem statement, user flows, a product budget, and a product roadmap.

Achievement 1 will cover the following topics:

1.1 **Understanding Company Vision**

1.2 **Understanding Your Stakeholders and Decision-Makers**

1.3 **Understanding Your Product**

1.4 **Creating Product Principles**

1.5 **Aligning Project Timelines and Budgets**

1.6 **Creating a Product Roadmap**

Achievement 2 - Initiate Research and Define Solutions

In the second Achievement, you'll navigate the solution discovery phase: from user and market research, to ideation, to solution definition. You'll learn what research needs to be done, how to organize and conduct research, how to analyze and articulate the information you have gathered, and how to synthesize the information in the form of product solutions.

Achievement 2 will cover the following topics:

2.1 **Conducting Valuable Research**

2.2 **Organizing Research and Data**

2.3 **Conducting Effective Analysis**

2.4 **Articulating Information**

2.5 **Generating and Prioritizing Ideas**

2.6 **Defining Product Solutions**

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Achievement 3 - **Validate and Refine the Idea**

> In this Achievement, you'll understand how the role of the product manager differs based on the organization they work in. You'll create prototypes and a proof of concept as needed. Finally, you'll complete your product requirements document and prepare for development.
>
> Achievement 3 will cover the following topics:

3.1 **Defining the PM Role during Product Validation**

3.2 **Prototyping and Testing**

3.3 **Designing Iterations and User Feedback**

3.4 **Developing MVPs and PoCs**

3.5 **Finalizing your PRDs**

3.6 **Preparing for Development**

Achievement 4 - **Launch and Iterate**

> In the last Achievement, you'll navigate the launch phase of the product development process. You will learn how to manage stakeholders and teams, how to define success metrics, how to collect data, and how to review your product metrics and customer feedback.
>
> Achievement 4 will cover the following topics:

4.1 **Managing Effectively during Development**

4.2 **Aligning Stakeholders and Teams**

4.3 **Capturing Product Metrics**

4.4 **Preparing for Product Launch**

4.5 **Compiling Validation Post Launch**

4.6 **Compiling Product Collateral**

See a more detailed course outline here.

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6.
What kind of projects will you be working on?

Intro to Product Management (Project 1)

You'll be the product manager for maps app called "MakeYourMaps"—you'll identify and build new features and improvements for the contributor feature of the app.

Product Management Immersion (Project 2)

You'll choose one of two possible project topics to work on for the Immersion Course. Both projects put you directly in a product manager's role, where you'll be responsible for taking your product of choice through the product development process.

In the first project option, you'll be tasked with increasing user interaction for a photo-sharing app called Aperture. You'll apply product management principles to improve the design of the app, developing, or iterating, the existing design to increase user interaction. Your ultimate goal will be to increase advertising revenue and revitalize interest in the app through your improvements.

If you choose the second project option, you'll be the product manager for the company Sync, whose main product is video conferencing software. You'll implement a new feature to improve their product, satisfying both user and business needs with the necessary performance and support. You'll also learn to balance the development of new features with the necessary maintenance for an existing product.

Take a look at some examples of projects created by Product Management Program graduates on our website.

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7.
Will you receive a certificate?

You'll finish the program with a certificate of completion and several projects and skills to showcase in your job applications. The certification is in place as an indication of the quality of the program, but in the end, it's the projects and skills that you develop throughout the program that are going to display the quality of your work to future employers and ensure that you find a job.

While the program is not university-accredited, it does undergo a rigorous quality assurance and certification process with the ZFU (Staatliche Zentralstelle für Fernunterricht)—the state body for distance learning in Germany. This process ensures that the program meets a high standard for an excellent and effective learning experience. On successful completion of this certification process, the program is assigned a unique approval number which can be checked against a public register.

8.
Finding a job with CareerFoundry

At CareerFoundry, we offer stellar career services for our students which include 1-1 career coaching as you search for your first job (and beyond), an exclusive Job Preparation Course, and a job guarantee.

Check out our Career Services and Job Guarantee pages for more information on Career Services, and to learn more about the terms of our job guarantee.

You can also check our latest Outcomes Report for job outcomes, which features our over 90% job placement rate.

Job Preparation Course

Our Job Preparation Course is included in the Product Management Program and has been designed to help you with all aspects of finding a job in the field. You'll work with your dedicated career specialist alongside your studies for the second half of the course.

The Job Preparation Course consists of two Achievements, each made up of several tasks.

Achievement 1 - **Curation of Your Application Package**

> Achievement 1 will cover the following topics:

1.1 **Crafting Your Mission Statement**
1.2 **Developing Your Career Change Strategy**
1.3 **Defining Your Elevator Pitch**
1.4 **Showcasing Your Process and Skills**

1.5 **Creating Your Professional Resume**
1.6 **Building a Professional Portfolio**
1.7 **Establishing Your Professional Brand**

Achievement 2 - **Applying for Jobs and Beyond**

> Achievement 2 will cover the following topics:

2.1 **Building Your Network**
2.2 **Searching for New Jobs**
2.3 **Applying for Jobs**

2.4 **Preparing for Interviews**
2.5 **Planning Your Professional Development**

9.
What kinds of roles will you be qualified for?

Based on our comprehensive curriculum, you'll be qualified for junior product management jobs. If you have transferable skills from your past career, you can potentially get a more senior role—your assigned career specialist will help you to craft the right story with your previous experience to be able to find such a role. Learn more about our graduate outcomes on our Graduate Outcomes page.

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