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Product Management Basics Certification Course
Study Guide

Product Management Basics Exam Study Guide

Introduction

We're excited that you're interested in getting certified!

Product Management Basics Certification Course is designed to provide an introduction to the product manager role and core product management use cases. It covers the Product Management Life Cycle, offering best practices and strategies that can be applied at each phase.

At this point, you've likely completed the course and are ready to take the exam. By getting certified, you'll be able to show that you've mastered the fundamentals of product management and know how to build products and features that drive business outcomes.

This study guide provides an overview of the Product Management Basics Certification Course exam and how to best prepare for it.

The guide includes:
– Details about the exam
– Topics covered
– Tips to prepare for the exam
– A summary of the Product Management Life Cycle

EXAM DETAILS

Format: 30 multiple choice questions

Time alloted: 90 minutes

Passing score: 75%

Number of attempts: Five

Cost: Free, includes the course as well as the exam

Delivery method: Online, not proctored

Language: English

Prerequisites: None, though we highly recommend that you take the Product Management Basics Certification Course to prepare for the exam.

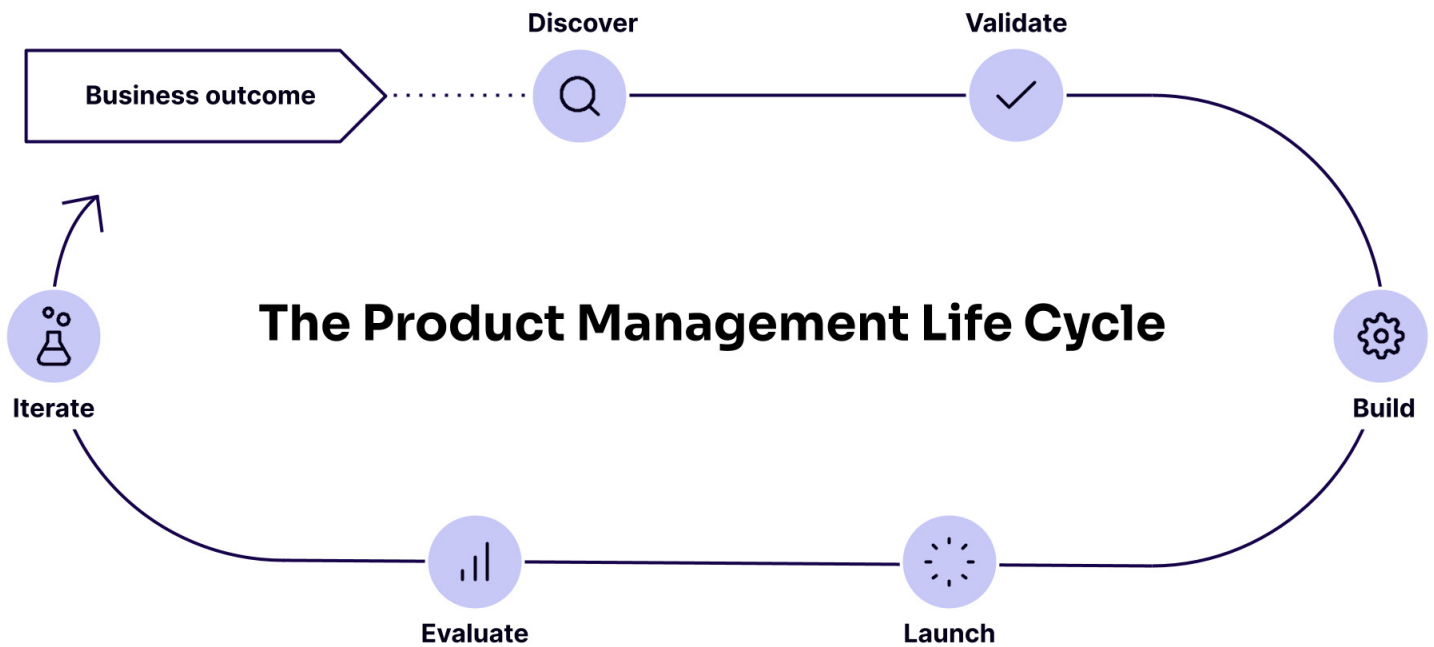## TOPICS COVERED IN THE EXAM

The questions on the test align to the material covered in the Product Management Basics course, and are similar in nature to the end-of-module quiz questions. The topics and percentage of questions per topic on the exam are outlined below..

TOPIC	% OF TOTAL EXAM
Product management: What it is and how it works	17%
The Product Management Life Cycle	10%
Discover: Understanding your customers	13%
Validate: Finding the right solution	13%
Build: Delivering continuous value	17%
Launch: Getting the word out	17%
Evaluate and **iterate**: Identifying the right improvements	13%

TIPS TO PREPARE FOR THE EXAM

— This is an "open-book" exam, so be sure to have any notes you captured while taking the course beside you before beginning.

— The test is timed without the ability to pause, so be sure you have a dedicated 90 minute period available before clicking "Start."

— Make sure you have a quiet space so you can focus while taking the exam, with few distractions.

— Take your time to read exam questions carefully.

— We also ask that you please don't cheat and don't share exam content with others.

Good luck on the exam! You're one step closer to becoming certified in Product Management Basics.

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The Product Management Life Cycle

Discover

Validate

Business outcome

Build

Iterate

Evaluate

Launch

Phase 0 : Define a Business Outcome
Start with a clear business objective so that you know what you're setting out to achieve. Examples include increasing retention, reducing costs, and gaining market share.

Phase 1 : Discover
Once you've identified the business outcome you're looking to achieve, the next step is to understand the problems that are standing in the way of achieving it.

Phase 2 : Validate
After discovery, you'll likely have clear problems and many potential solutions. Validation is the process of collecting data in order to determine the right solution to move forward with.

Phase 3 : Build
Partner closely with engineers and product designers to ensure your idea comes to life as you intended. This is also when you'll share—and to an extent, defend—the product roadmap.

Phase 4 : Launch
Work closely with marketing, customer success, and sales teams to build a go-to-market plan that's scaled to the size and importance of the release.

Phase 5 : Evaluate
Once you've launched a new product or feature, it's critical to evaluate its success using both quantitative and qualitative data.

Phase 6 : Iterate
After you've started collecting and analyzing data, move into iteration mode to determine how you can improve what you've built. This will likely bring you back into Phase 1 or even Phase 0.