Course Name: Product Management

Duration: 10 months

Curriculum Outline

Term 1: Introduction to Product Management

- **Module 1: Introduction to Product Management**
- Topic 1: Understanding Role of Product Management (Real-life example: Roles of Product Managers at companies like Google vs. Apple)
- Topic 2: Defining Product Vision & Strategy (Tools: Vision and Strategy templates from Strategyzer)
- Topic 3: Identifying Key Stakeholders & Managing Expectations (Example: Stakeholder management strategies used in Agile projects)

- Topic 4: Overview of Product Lifecycle (Case study: Product lifecycle of the iPhone)

- **Module 2: Who is a Product Manager?**

- Topic 5: Developing Leadership & Communication Skills (Workshop: Role-plays simulating common PM scenarios)
- Topic 6: Building & Managing Cross-Functional Teams (Tool: RACI matrix for team accountability)
- Topic 7: Balancing Short-Term Goals with Long-Term Vision (Example: How Amazon manages both)

- Topic 8: Essential Product Management Skills (Framework: Product Management Skills Matrix)

- **Module 3: Market Research**

- Topic 9: Conducting User Interviews & Usability Testing (Tool: Usability testing platforms like UserTesting)
- Topic 10: Analyzing Customer Feedback & Identifying Pain Points (Example: Analyzing reviews on platforms like G2)
- Topic 11: Gathering Insights from Focus Groups & Surveys (Example: Conducting Focus Groups for product feedback)

- Topic 12: Understanding Market Segmentation (Case Study: Market segmentation strategies used by Netflix)

- **Module 4: Market & Competitor Analysis**

- Topic 13: Identifying Market Trends & Customer Needs (Tool: Google Trends for real-time market analysis)
- Topic 14: Analyzing Competitive Landscape & Positioning (Example: Utilizing SWOT analysis for competitor assessment)
- Topic 15: Understanding Pricing & Distribution Strategies (Case study: Pricing strategies of leading SaaS companies)
- Topic 16: SWOT Analysis for Product Managers (Practical exercise: Conducting a SWOT analysis on a selected product)

Term 2: Product Strategy & Roadmapping

- **Module 5: Product Vision & Mission**
- Topic 17: Aligning Product Goals with Organizational Goals (Tool: OKRs for alignment)
- Topic 18: Importance of Clarity in Product Vision (Example: The importance of vision in Tesla's growth)
- Topic 19: Communicating Vision and Mission to Stakeholders (Workshop: Drafting and presenting a product vision)

- Topic 20: Developing a Product Mission Statement (Example: Mission statement exercises based on real companies)

- **Module 6: Product Ideation & Value Proposition Design**

- Topic 21: Defining Problem & Target User (Tool: Empathy maps)
- Topic 22: Brainstorming & Ideating Solutions (Workshop: Brainstorming sessions using Design Thinking techniques)
- Topic 23: Defining Unique Value that a Product Provides (Example: Value Proposition Canvas workshop)

- Topic 24: Identifying Customer Pain Points & Addressing Them (Case Study: How Slack addresses team communication pain points)

- **Module 7: Business Model Canvas**

- Topic 25: Identifying Revenue Streams & Cost Structure (Tool: Business Model Canvas framework from Strategyzer)
- Topic 26: Developing Pricing Strategy (Example: Pricing strategies using the 'Freemium' model)
- Topic 27: Assessing Business Model Viability (Case Study: Assessing the sustainability of Airbnb's business model)

- Topic 28: Key Metrics for Business Model Success (Example: Key performance indicators used by marketplace platforms)

- **Module 8: Product Planning & Roadmapping**

- Topic 29: Defining & Prioritizing Product Features & Releases (Tool: MoSCoW prioritization technique)
- Topic 30: Aligning Product Roadmap with Overall Company Strategy (Process: Roadmapping workshops with real examples)
- Topic 31: Communicating Product Roadmap to Stakeholders (Example: Effective roadmap presentations)

- Topic 32: State of Agile Roadmapping (Workshop: Agile roadmap examples and best practices)

Term 3: Design Thinking

- **Module 9: Design Thinking**
- Topic 33: Introduction to Design Thinking (Example: Practical application of the Design Thinking process)
- Topic 34: Applying Design Thinking for Product Managers (Workshop: Real-world ideation sessions)
- Topic 35: Empathizing with Users & Understanding Their Needs (Tool: User persona development)

- Topic 36: Prototyping and Testing Ideas (Practical exercise using prototype tools like Figma)

- **Module 10: User Interface (UI) Design**

- Topic 37: Fundamentals of User Interface Design (Example: UI design principles from successful apps)
- Topic 38: User-Centered Design Principles (Case study: User-centered design approach at AirBnB)
- Topic 39: Wireframing and Mockups (Tool: Using Sketch for wireframing)

- Topic 40: Accessibility in UI Design (Example: Best practices for accessible design)

- **Module 11: User Experience (UX)**

- Topic 41: Visual Design Principles (Example: Analyzing visual design principles in leading e-commerce sites)
- Topic 42: Interaction Design Techniques (Tool: Using InVision for interaction design)
- Topic 43: Usability Testing in UI/UX (Workshop: Usability testing with real users)

- Topic 44: Responsive Design and Cross-Platform Considerations (Example: Responsive design techniques adopted by Netflix)

- **Module 12: Rapid Prototyping Techniques**

- Topic 45: Creating Low-Fidelity Prototypes Quickly (Tool: Utilization of paper prototypes)
- Topic 46: Incorporating Customer Feedback into Rapid Iterations (Example: Feedback loops used in product iterations)
- Topic 47: Tools for Prototyping (Overview: Common tools like Adobe XD and Axure)
- Topic 48: Benefits of Rapid Prototyping (Case Study: Successful iterations of Dropbox's product)

Term 4: Product Development Fundamentals

- **Module 13: Technology Basics for PM**
- Topic 49: Understanding Technology Stack (Example: Tech stack modern apps use - MERN stack)
- Topic 50: Integration of Technology in Products (Tool: APIs and Integration strategies)
- Topic 51: Collaboration with Development Teams (Case study: Successful developer collaborations)

- Topic 52: Trends in Product Technology (Example: Continuous Integration/Delivery in tech products)

- **Module 14: Agile Product Development**

- Topic 53: Introduction to Agile Methodology (Overview: Agile Manifesto and its importance)
- Topic 54: Scrum and Kanban Frameworks (Workshop: Developing a Kanban board)
- Topic 55: Roles in Agile Product Development (Example: Roles breakdown in a Scrum team)

- Topic 56: Implementing Agile in Product Teams (Case Study: Agile implementation at Spotify)

- **Module 15: Evaluating Project Progress**

- Topic 57: Setting & Tracking KPIs (Example: How to establish effective KPIs)
- Topic 58: Conducting Regular Product Reviews & Retrospectives (Tool: How to run effective retrospectives)
- Topic 59: Communicating Progress to Stakeholders & Updating Roadmap (Example: Effective progress updates in corporate environments)

- Topic 60: Impact of Reviews on Product Strategy (Case Study: Real-world outcomes of retrospective reviews)

- **Module 16: Product Testing**

- Topic 61: Collecting & Analyzing Product Usage Data (Tool: Google Analytics for product usage insights)
- Topic 62: Running A/B Tests & Experiments (Workshop: Live A/B testing examples)
- Topic 63: Addressing Bugs & Issues to Ensure Product Quality (Example: Bug tracking tools like Jira)
- Topic 64: Post-launch Testing Strategies (Case Study: Lessons learned from product launches)

Term 5: Product Launch & Marketing

- **Module 17: Optimizing Product Mix**

- Topic 65: Analyzing Product Portfolio & Identifying Gaps (Tool: Portfolio analysis frameworks)
- Topic 66: Assessing Performance of Individual Products (Example: Performance metrics from emerging startups)
- Topic 67: Developing a Strategy to Optimize Overall Product Mix (Workshop: Real-life product mix optimization exercises)

- Topic 68: Lifecycle Management of Products (Case Study: Managing product lifecycles at Procter & Gamble)

- **Module 18: Pricing Strategies for Product Success**

- Topic 69: Determining Optimal Product Pricing Strategy (Tool: Pricing models)
- Topic 70: Understanding Pricing Psychology & Customer Behavior (Example: Behavioral pricing techniques)
- Topic 71: Testing & Iterating on Pricing to Optimize Revenue (Practical Exercise: Simulated pricing adjustments)

- Topic 72: Competitor Pricing Strategies (Workshop: Analyzing competitor pricing)

- **Module 19: Brand Building & Promotion**

- Topic 73: Defining Brand & Value Proposition (Example: Building brand stories through case studies)
- Topic 74: Creating Marketing Strategy Based on Brand Values (Workshop: Brand value assessment techniques)
- Topic 75: Leveraging Various Channels to Promote Product (Example: Omni-channel marketing strategies)

- Topic 76: Measurement of Brand Performance (Tool: Key metrics for brand health evaluation)

- **Module 20: Digital Marketing & Channels**

- Topic 77: Developing Digital Marketing Strategy (Tool: Content marketing frameworks)
- Topic 78: Identifying & Leveraging Various Marketing Channels (Example: Channels used in recent successful campaigns)
- Topic 79: Go-to Market Strategy (Case Study: Go-to-market strategy of a recent product launch)
- Topic 80: Social Media Strategy for Product Launch (Example: Successful social media campaigns for product launches)

Term 6: Analytics for Product Management

- **Module 21: Product Analytics for PMs**
- Topic 81: Introduction to Product Analytics (Tool: Google Analytics for Products)
- Topic 82: Defining Key Metrics for Products (Example: Common KPIs in product management)
- Topic 83: Tools for Product Analytics (Overview: Mixpanel, Amplitude)

- Topic 84: Interpreting Data & Making Informed Decisions (Case Study: Data-driven decision making at Uber)

- **Module 22: A/B Testing for Product Managers**

- Topic 85: Planning & Designing Effective Tests (Workshop: Structuring an A/B test)
- Topic 86: A/B Testing & Experimentation (Example: Famous A/B tests from tech companies)
- Topic 87: Actionable Insights & Learning from A/B Testing (Tool: Data analysis using A/B testing results)

- Topic 88: Case Studies in A/B Testing (Real-world impact of A/B testing on user engagement)

- **Module 23: Data-Driven Decision-Making**

- Topic 89: Leveraging Data for Product Decisions (Example: How Airbnb uses data for feature prioritization)
- Topic 90: Building a Data-Centric Product Culture (Workshop: Promoting data-driven practices in teams)
- Topic 91: Metrics that Matter for PMs (Overview: Essential metrics for product managers)

- Topic 92: Avoiding Data Overload (Example: Balancing quantity and quality of data)

- **Module 24: User Metrics & Engagement**

- Topic 93: Understanding User Engagement Metrics (Tool: Engagement metrics like DAU/WAU)
- Topic 94: Customer Lifetime Value (CLV) Analysis (Example: Calculating CLV for SaaS)
- Topic 95: Churn Rate Analysis & Mitigation (Workshop: Churn analysis techniques)
- Topic 96: Utilizing Feedback for Continuous Improvement (Example: Incorporating user feedback loops)

Term 7: Advanced Product Management Skills

- **Module 25: Leadership in Product Management**
- Topic 97: Leading High-Performing Teams (Workshop: Leadership exercises)
- Topic 98: Strategic Succession Planning (Case Study: Succession planning at Google)
- Topic 99: Developing Technical Skills as a PM (Resources for technological upskilling)

- Topic 100: Stakeholder Management Strategies (Tool: Stakeholder mapping techniques)

- **Module 26: Innovation & Product Strategy**

- Topic 101: Fostering a Culture of Innovation (Case Study: Google's 20% time policy)
- Topic 102: Strategies for Continuous Product Improvement (Example: Agile retrospectives for product refinement)
- Topic 103: Aligning Product Strategy with Business Goals (Workshop: Strategy alignment exercises)

- Topic 104: Case Studies in Product Innovation (Analyzing innovative products from leading companies)

- **Module 27: Managing Uncertainty and Risk**

- Topic 105: Risk Assessment Techniques (Tool: Risk assessment frameworks)
- Topic 106: Crisis Management in Product Management (Case Study: Navigating product crises)
- Topic 107: Contingency Planning (Workshop: Developing contingency plans)

- Topic 108: Scenario Planning for Product Launch (Example: Scenario planning techniques used in major launches)

- **Module 28: Future Trends in Product Management**

- Topic 109: The Role of AI in Product Management (Discussion: Impact of AI on products)
- Topic 110: Product Management in the Digital Era (Analysis: Shifts in product management due to digital transformation)
- Topic 111: Emerging Tools and Technologies for PM (Overview of tools like Notion for PM)
- Topic 112: Preparing for Future Challenges in Product Management (Workshop: Strategic foresight exercises)

Term 8: Case Studies and Real-life Applications

- **Module 29: Successful Product Launches**
- Topic 113: Analysis of Successful Product Launches (Case Study: Apple's product launches)
- Topic 114: Lessons Learned from Failed launches (Examples: Key learnings from failed products)
- Topic 115: Stakeholder Communication During Launch (Best practices for stakeholder communication)

- Topic 116: Metrics for Evaluating Launch Success (Tools: Success metrics for product launches)

- **Module 30: Product Management Frameworks**

- Topic 117: Agile vs Waterfall Methodology (Comparison: Pros and cons of each)
- Topic 118: Lean Product Management Techniques (Workshop: Lean methodologies in practice)

- Topic 119: Design Thinking in Product Management (Case Study: Implementing Design Thinking at a startup)

- Topic 120: The RACI Model for PM (Practical application of the RACI model)

- **Module 31: Cross-Functional Collaboration**

- Topic 121: Building Relationships Across Departments (Example: Techniques for fostering teamwork)
- Topic 122: Conflict Resolution Strategies (Workshop: Role-playing conflict scenarios)
- Topic 123: Communication Techniques for PMs (Examples: Effective communication practices)

- Topic 124: Best Practices for Team Collaboration (Tools: Collaboration apps)

- **Module 32: Engaging with Users**

- Topic 125: User Feedback & Continuous Improvement (Tool: Collecting user feedback)
- Topic 126: Building User-Centric Product Strategies (Case Study: User-centric examples from leading companies)
- Topic 127: Role of Community in Product Management (Example: Community-driven development)
- Topic 128: Ethical Considerations in User Engagement (Discussion: Ethical practices in user engagement)

Term 9: Skills Enhancement and Personal Development

- **Module 33: Personal Branding for PMs**
- Topic 129: Building Your Personal Brand (Workshop: Branding strategies for PMs)
- Topic 130: Networking and Professional Development (Tools for effective networking)
- Topic 131: Utilizing LinkedIn for Career Advancement (Example: Successful LinkedIn strategies)

- Topic 132: Continuous Learning as a PM (Resources for lifelong learning)

- **Module 34: Developing a PM Toolkit**

- Topic 133: Essential Tools for Product Managers (Overview: Must-have tools for PMs)
- Topic 134: Data Analytics Tools (Examples: Google Analytics, Tableau)
- Topic 135: Project Management Software (Tools: Asana, Trello for project management)

- Topic 136: User Experience Design Tools (Examples: Figma, Adobe XD)

- **Module 35: Career Paths in Product Management**

- Topic 137: Roles in Product Management (Example: Career trajectories of successful PMs)
- Topic 138: Transitioning to a Senior PM role (Guidelines for career advancement)
- Topic 139: Pathways to Product Leadership (Discussion: Leadership paths in product management)

- Topic 140: Sharpening Negotiation Skills (Workshop: Negotiation techniques for PMs)

- **Module 36: Work-life Balance and Well-being**

- Topic 141: Managing Stress in Product Management (Exercise: Stress management techniques)
- Topic 142: Work-life Integration Techniques (Best practices for maintaining work-life balance)
- Topic 143: Mindfulness and Well-being Strategies (Workshop: Mindfulness techniques)
- Topic 144: Building Resilience as a PM (Real-life examples of resilience in PM roles)

Term 10: Capstone Project and Review

- **Module 37: Capstone Project Preparation**
- Topic 145: Selecting a Capstone Project Topic (Guidelines for topic selection)
- Topic 146: Project Proposal Development (Workshop: Structuring project proposals)
- Topic 147: Project Management Techniques (Tool: Gantt charts for planning)

- Topic 148: Presentation Skills for Capstone (Rehearsing presentation skills)

- **Module 38: Capstone Project Execution**

- Topic 149: Implementing Your Project (Practical implementation strategies)
- Topic 150: Applying Product Management Skills (Example: Real-world application of PM skills)
- Topic 151: Collecting Data & Feedback (Workshop: Data collection techniques)

- Topic 152: Iterating Based on Feedback (Feedback loops and their importance)

- **Module 39: Final Presentations**

- Topic 153: Best Practices for Presenting to Stakeholders (Example: Effective pitch strategies)
- Topic 154: Showcasing Capstone Projects (Peer feedback on presentations)

- Topic 155: Receiving Constructive Feedback (Guidelines for giving and receiving feedback)

- Topic 156: Collaborative Review of Learned Concepts (Discussion: Learnings from the course)

- **Module 40: Course Wrap-up and Future Directions**

- Topic 157: Career Opportunities in Product Management (Example: Job roles in product management)
- Topic 158: Assessment and Feedback on Course (Gathering course feedback)
- Topic 159: Setting Future Learning Goals (Example: Continuous development plans)
- Topic 160: Networking for Future Opportunities (Event: Networking session with industry professionals)

This product management curriculum has been enriched with practical examples, industry-specific tools, and real-world applications throughout the outline. Each term is crafted to build upon prior knowledge, ultimately ensuring that learners are well-equipped to assume roles in product management upon completion. ```