Mastering Product Management: Building your Strategy
XPROD210

Course Syllabus

Course Description

Product strategy is the heart of a product manager's role. Developing and understanding your product strategy is essential to align your product with an organizational strategy, guide decisions about product features and priorities, and assess product performance to inform future decisions.

In this course, you will learn how to create a comprehensive product strategy. We will guide you through a playbook of on-the-job skills needed to develop this strategy, like building a product roadmap, managing a product team, mitigating risk, and driving product adoption.

You Will Learn To:
- Translate your company strategy into a complimentary product strategy
- Prioritize and articulate product features using a product requirements document (PRD / spec)
- Run an operational cycle (sprint) with cross-functional collaboration
- Foster product growth and retain customers

Course Topics

Module 1 – Course Introduction
This module will:
- Provide introduction to the course and the instructor

Exercises: 0
Knowledge Check: 0

Approximate video length in module: 9 minutes
Estimated time to complete all exercises in module: 0 minutes

Module 2 – Company Strategy
This module will:
- Identify and acknowledge company's vision, mission, and set of values
- Discuss how to do user segmentation
- Explain product differentiation and competitive positioning

Exercises: 2
Knowledge Check: 1

Approximate video length in module: 36 minutes
Estimated time to complete all exercises in module: 40 minutes

Module 3 – Product Strategy

This module will:

- Illustrate how to take a company strategy and turn it into a product strategy
- Utilize principles of prioritization to turn product strategy into a roadmap
- Explain organizational structure and how to decompose goals set by team

Exercises: 2
Knowledge Check: 1

Approximate video length in module: 94 minutes
Estimated time to complete all exercises in module: 50 minutes

Module 4 – Feature Strategy

This module will:

- Demonstrate how to write a strong product requirements document (PRD / specs)
- Discuss how to de-risk your solution, and manage a smooth launch

Exercises: 2
Knowledge Check: 1

Approximate video length in module: 56 minutes
Estimated time to complete all exercises in module: 60 minutes

Module 5 – Execution

This module will:

- Explain the important difference between project and product management
- Explore how to run an operational cycle
- Outline how to work with your cross-functional partners
- Walk through an example of a real life sprint

Exercises: 2
Knowledge Check: 1

Approximate video length in module: 71 minutes
Estimated time to complete all exercises in module: 50 minutes

Module 6 – Product Growth

This module will:

- Introduce ways to communicate to the customers
- Explain how to effectively tap into different channels for customer acquisition
- Discuss and show examples of experiment
- Identify retention and discuss how to retain customers

Exercises: 2
Knowledge Check: 1

Approximate video length in module: 32 minutes
Estimated time to complete all exercises in module: 40 minutes

Module 7 – Concluding Remarks
This module will:
- ● Provide a summary of the course
- ● Link the course concepts with overall learning goals

Exercises: 0
Knowledge Check: 0

Approximate video length in module: 2 minutes
Estimated time to complete all exercises in module: 0 minutes

Instructor

Anand Subramani
VP of Product at Path and Lecturer at Stanford University

Jiaona Zhang
VP of Product at Webflow and Lecturer at Stanford University

Jonathan Levav
Professor of Marketing at Stanford Graduate School of Business

Coursework

This course contains a combination of activities such as video, written exercises, and multiple-choice questions. Your responses to the exercises will be kept within the learning platform. However, you will not have access to the responses you submitted after your course access has expired. If you would like to keep a copy for your records, please do so separately.

Course Requirements

All videos and learning activities must be completed in order to unlock the Final Exam.

Final Exam

The Final Exam consists of 20 randomized questions derived from a combination of the course lectures, pretest, and knowledge checks. In order to pass the course and receive your digital Record of Completion,

you must achieve a score of 85% or higher. You may take the exam more than once. After you achieve the passing score, your Record of Completion will be emailed to you within 3 business days.

As part of Stanford University, we take academic integrity very seriously. All forms of academic misconduct, including but not limited to: cheating, fabrication, plagiarism, or facilitating academic dishonesty, are grounds for participant discipline.

Course Materials

All course materials are provided within the course learning platform. These include videos, handouts and assignments.

This course features real-world examples to provide the learner with relevant examples of the concepts. Case studies or examples involving specific persons or companies do not imply any affiliation of those persons or companies with Stanford, nor do they imply Stanford's endorsement of those persons or companies or their actions.

The course learning platform is available for 60 days after the date of enrollment via your mystanfordconnection account.

Confidentiality

Your communications and personal information are held in strict confidence and will not be shared with others without your express permission in compliance with the U.S. Federal Education Report and Privacy Act (FERPA). The Stanford Center for Professional Development will not sell or market your information to third parties.