

**Certificate Program in Product Management****Duration – 40 Hours****Program Description**

This program provides a structured understanding of modern product management practices, blending strategic frameworks with practical tools. It covers the end-to-end product lifecycle—from ideation and validation to pricing, sales, distribution, and support—integrating data-driven decision-making and AI-powered insights.

**Learning Goals**

- ❖ Understand the role and responsibilities of a product manager
- ❖ Apply frameworks for ideation, validation, and product engineering
- ❖ Analyze markets, define target segments, and build GTM strategies
- ❖ Develop effective pricing and sales strategies
- ❖ Leverage AI for decision-making in pricing and sales analysis
- ❖ Plan product launch, distribution, and long-term support strategies
- ❖ Apply learnings in a capstone project simulating real-world product challenges

**Course Topics**

- ❖ Product Management Primer (5i Framework, Ideation, Validation, Engineering Fundamentals)
- ❖ Market Analysis (Segmentation, Target Market, Build/Buy/Partner, Business Model Canvas, GTM)
- ❖ Product Pricing Strategies (Pricing & Costing, Price Structures, AI in Pricing, Psychological Pricing)
- ❖ Sales Strategies (Customer Acquisition & Retention, AI for Sales Data Analysis)
- ❖ Product Distribution & Support (Product Launch, Servicing Strategies)
- ❖ Capstone Project