

Product Management Course

01 class per week | **18** Sessions | **68** Hours

Product management is a highly sought-after profession in tech companies and startups. It is one of the most critical processes in any company or organization that develops products and solutions for customers.

In this course, you will learn the workflows and mindset required of product managers. We provide practical tools and hands-on experience to help advance your career in the field.



Course Enrollment & Admission

Who is this course for?

Applicants must meet at least one of the following criteria: Hold a relevant bachelor's degree, work as UX designers or digital project managers, be employed in software development or QA roles.

Admission Process

Start with a brief intro call and a short suitability assessment. If you're a good fit, you'll meet with the program director to define your goals and finalize course placement.

Course Structure

A combination of online and in-person learning.

The course is divided into core learning topics, each covered through in-depth lessons and a practical workshop.

- Introduction to Product Management
- The Product Lifecycle
- Customer Journey & User Experience
- Product Strategy & Marketing
- Job Market Preparation

Curriculum Overview



Product manager role and responsibilities

The purpose of this discussion is to establish a clear definition of the product manager's role within an organization, as well as to highlight the significance of this profession, its evolution, and conduct an extensive examination of the current market landscape in Israel and globally.



Product analysis

In these sessions, we will explore products across various industries and evaluate the factors that contribute to their success or failure. We will become acquainted with the analytical tools necessary for product analysis and apply them to assess prominent products in the marketplace.



Product Management in the Tech Industry

The objective of this session is to introduce the work processes within an organization and differentiate between these processes across various types of organizations. Additionally, we will gain insight into the various departments with which a product manager collaborates and engage in an interactive exploration of these departments.



Professional terms - Glossary

To become effective product managers, it is essential to possess a comprehensive understanding of professional terminology, such as MVP, Lean Methodology, MRD, PRD, Product Roadmap, and other relevant terms.



Methodologies and tools for product management

We will introduce various models that can be utilized to analyze the product life cycle, including but not limited to the Triangular model and Agile management. Additionally, we will become proficient in the use of management tools commonly employed by product managers to oversee and monitor work processes.



Product Roadmap

This session will delve into the concept of a product roadmap, examining its definition and exploring various methodologies for constructing one. Additionally, we will become familiar with a range of software options that can be utilized for creating a roadmap.



Personas and user research

We will acquire proficiency in utilizing various tools for conducting user research, including but not limited to defining our users and developing product personas.



Curriculum Overview



UX/UI

We will differentiate between UX (user experience) and UI (user interface), emphasizing their unique characteristics. We will explore various tools, methodologies, and software utilized for the characterization and design processes.



Product Analysis

This session will explore the tools and systems used for gathering data on our product. We will focus on defining KPIs (key performance indicators) specific to the product and performing various tests to evaluate its effectiveness.



UX Designer vs. Product Manager

In this session, we will establish a clear understanding of the collaborative relationship between product managers and user experience designers throughout all stages of product management. We will define their respective roles and responsibilities, aiming to establish effective work processes.



Product strategy

Throughout this session, we will emphasize the significance of constructing a clear strategy and vision for a product. We will explore the various approaches for building a strategy for both new and existing products.



Branding

We will explore the branding process and its importance in relation to competitors and other products within the company. Additionally, we will examine various strategies for product differentiation and how to emphasize the unique value proposition of our product.



Building a marketing plan

The process of developing an effective marketing plan for a product. We will learn various strategies for creating a successful go-to-market plan, including market research, identifying target audiences, defining unique value propositions, and crafting compelling messaging. We will work through real-world scenarios to gain hands-on experience in building a go-to-market marketing plan.



B2B B2C Marketing

We will examine and distinguish the dissimilarities between business-to-business (B2B) marketing and business-to-consumer (B2C) marketing. We will also learn how to adjust the product strategy and marketing plan based on the specific type of customer.



Curriculum Overview



Growth and pricing

In these lessons, we will explore the methods and strategies for pricing a product effectively, as well as improving customer conversion rates. Additionally, we will analyze customer behavior to attract new customers and retain existing ones. We will also delve into the various tools and resources available to product managers to enhance the prospects of their products.



Internship

Upon completion of the initial phase of the program, you will have the opportunity to be placed in a leading product company in the industry, such as Playtika, Jfrog, Ironsource, Taboola, and others. During this period, you will have the chance to shadow a product manager and gain practical experience in the field.



Mentoring

We will provide you with valuable tools and resources to aid in your job search within the product management field. We will prepare you for job interviews and offer guidance on how to integrate into the high-tech and start-up industry. Furthermore, we will connect you with a supportive community that will provide ongoing support even after the course has concluded.



Lesson Plan Breakdown

Lesson nu.	Lesson's Subject	How
Product Fundamentals		
1	Introduction into Product Management & The role of the PM	Frontal
2	Product Analysis	Zoom
3	Product Management in the Tech Industry	Frontal
4	Methodologies and tools for Product Management	Zoom
Product Lifecycle & Roles		
5	Product Managment - Inbound	Frontal
6	Product Outbound - Product Marketing	Zoom
7	The Art of Product Management	Frontal
Discovery, Research & Analytics		
8	Product Discovery & User Interviews	Frontal - Tal Oz - SeeTrue Ai offices
9	Product Analytics - Mixpanel Office	Frontal - Mixpanel Officies
10	Product Design, UX, Pricing & Business Model	Zoom
11	Product Discovery Recap & The Art of Priortization	Frontal
12	Product UX	Zoom - Sara

Lesson Plan Breakdown ✨

Lesson nu.	Lesson's Subject	How
Leadership & Teamwork		
13	Leading Product Teams	Frontal-one zero
Workshops & Practical Skills		
14	Workshop - Structuring a Product, Market research, User Interviews, Persona Analysis	Zoom
15	Product Strategy - Roadmap, OKRs, Objectives	Frontal
16	Workshop - Reverse Engineering a Product and Features	Zoom
Career Development & Final Stage		
17	How to find a Job Workshop	Frontal
18	Final Presentations	Frontal - Raannana