Product Management
Program Overview

Developing new products and managing them through their life cycle is the lifeblood of companies—especially those in Technology and Science—but new product development is risky and most new products fail. The solution lies in an organization’s ability to successfully implement and manage a professional product management process that takes new ideas from concept to launch using a rigorous multidepartment process led by a product manager and a cross functional team.

The UC San Diego Extension Product Management program offers students a comprehensive look into the elements and skills necessary to manage a successful product management process at their company. From learning the phase-gate process critical to product management success to the team and leadership skills necessary to lead a cross functional product management team, the Product Management program provides the real world tools necessary to be a successful product manager. Coursework includes class lectures, field trips, hands-on cases, projects, and market simulations to maximize learning in a short period of time.

Who Should Attend?
The program benefits both new and experienced professionals who want to sharpen their skills and learn the latest product management techniques. Professionals include current product managers and those in engineering, marketing, sales, finance, operations, customer service, manufacturing.

“Having the best technology doesn’t always guarantee success anymore. Defining, developing and launching the right products and services, at the right time, and in the right markets is what’s needed to get that technology to your customers and solve their problems. UC San Diego Extension’s in-depth course addresses this challenge and will improve your ability to bring successful products to market and keep them successful throughout their life.”

Don Wilcoxson, Director, Corporate Product Management Initiatives, ViaSat

Program Benefits

• Learn what it takes to be a successful product manager
• Discover ways to help your company be more innovative
• Stay up-to-date on the latest product management practices
• Improve your skills while increasing your value to the company
• Experience real-world situations through simulations and company tours
• Miss minimal time from work with Friday and Saturday courses
• Complete the program in just five months

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LEARNING MODULES
The program consists of six, two day modules scheduled every three weeks over the course of five months. Coursework includes class lectures, field trips, hands-on cases, projects, and market simulations to maximize learning in a short period of time.

1. **Product Management, Planning, and Leadership**
   Learn the essentials of product management and the roles and functions of product managers.

2. **Cross Functional Product Teams, Decision Making**
   Learn to effectively manage cross-functional teams to shepherd new company products and services from idea to launch.

3. **Finance for the Product Manager, Analyzing the Industry and Competition**
   Explore the concepts and practices to price and position products and services in the market for maximum sales and profits.

4. **Market Segmentation, Target Markets, Product Planning, and Sales Forecasting**
   Discover the tools necessary to make high level marketing decisions for current and new products and services to grow market share and revenues.

5. **New Product Process including Phase Gate**
   Explore how to turn ideas into revenue generating results quickly and in a way that maximizes innovation while minimizing wasted efforts and resources.

6. **Product Portfolio Management and End of Life**
   Learn the skills and tools to successfully manage your company’s product roadmap, including knowing when to discontinue products while generating replacement solutions for the market.

**COURSE SCHEDULE**
The course consists of six modules scheduled every three weeks between February and June. Class sessions are held Fridays from 9 a.m. to 4 p.m., and Saturdays 9 a.m. to 12 p.m. For the tentative schedule, please visit the course webpage.

**PROGRAM FEE**
$5,450.00 US
Price includes all materials, lunch (Friday only), and field trips/tours.
( Program fee is subject to change. )

“While project management is commonly learned on the job or through academic course work, the broader scope of product management is often overlooked or underserved in many organizations. This course delivers the theory, tools and hands-on product management experience to fully address this key element of business planning and execution.”

Graham Avis, Vice President and General Manager, Hughes San Diego

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Product Management Advisors

Graham Avis  
Vice President and General Manager, Hughes San Diego

Gary De Spain  
Instructor and Advisor, UC San Diego Extension

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Clinical Professor of Marketing, University of San Diego

Gregory Rivalan  
Application and Sales Engineer, Teledyne Marine

Don Wilcoxson  
Director, Corporate Product Management Initiatives, ViaSat

Learn More

Please visit extension.ucsd.edu/productmanagement for program details and information

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