

UC San Diego

EXTENSION



Product Management

[extension.ucsd.edu/
product-management](https://extension.ucsd.edu/product-management)

What we try



Self-taught

Just-in-time

On-the-job

Learning & innovation go hand-in-hand.
The arrogance of success is to think that
what you did yesterday will be sufficient
for tomorrow.

~ William Pollard

A photograph of a seminar or workshop. A man in a dark blue polo shirt stands at a wooden podium on the right, addressing a group of people. The audience, consisting of men and women, is seated at long tables covered with white cloths. Many participants have laptops open in front of them, and some are looking at their screens. The room has light-colored walls and a door in the background. The text "Seminars & Workshops" is overlaid in a large, blue, serif font across the center of the image.

Seminars

&

Workshops



1. Too much needs to change at once.
 2. *Knowing about* is not adopting & doing.
 3. Leading change requires depth and confidence.
-

The value is in what gets
used, not in what gets built.

~ Kris Gale

What we need



Structured

Progressive

On-the-job application



**Complete
Product
Management
Lifecycle**

1. Product

Strategy & Research

How do we know what market & product to focus on?

How do we identify who will buy our offering?

2. Product

Planning & Delivery

How do we know if we have a potential winner?

How do we build a competitive advantage?

3. Product

Growth & Marketing

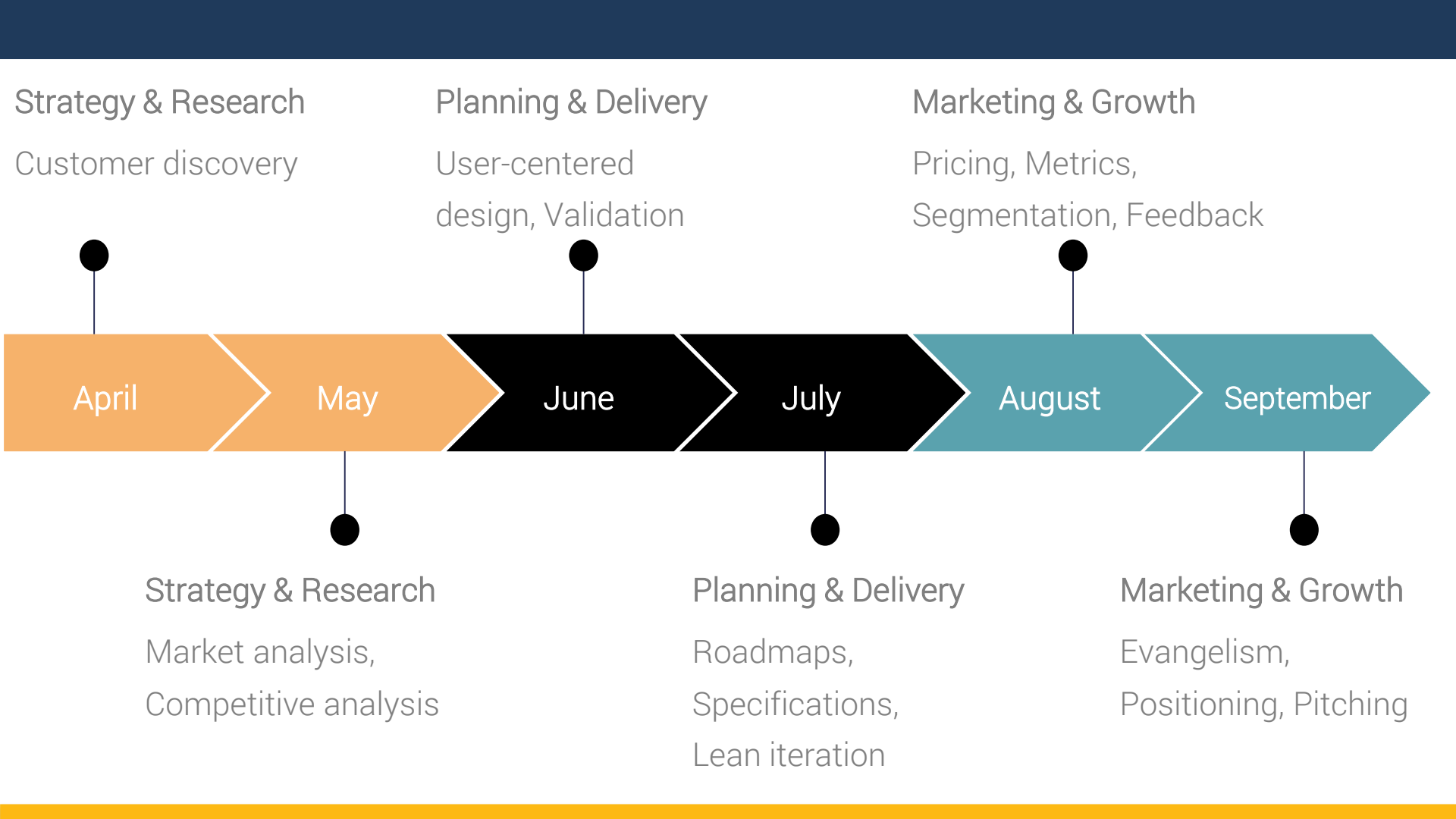
How do we establish memorable concepts that speak to the problems buyers have?

How do we tell our buyers that we've solved their problems so that they buy from us?

Key takeaways

Students will learn to...

1. Gather and use **customer insights** to guide product strategy.
 2. **Analyze** the financial, competitive, and growth prospects for a sector.
 3. Define and prioritize a **minimum viable solution**.
 4. Use **best-practice frameworks** to organize, prioritize, and communicate work.
 5. Use a deep understanding of what buyers care about to create a **compelling go-to-market plan**.
 6. Develop **confidence to lead** product teams and inspire stakeholders and collaborators.
-



Strategy & Research

Customer discovery

Planning & Delivery

User-centered design, Validation

Marketing & Growth

Pricing, Metrics, Segmentation, Feedback

April

May

June

July

August

September

Strategy & Research

Market analysis, Competitive analysis

Planning & Delivery

Roadmaps, Specifications, Lean iteration

Marketing & Growth

Evangelism, Positioning, Pitching

Integrated into work

110 hours of instruction

- Group work, field trips, discussions, & lectures.

Bi-weekly course meetings

- Saturday 9 AM-3 PM
- Monday mornings 9 AM-Noon
- Plus online self-paced.

220 hours of outside class work

- Assignments are to apply concepts at the office.

Saturday, 20 April through
Monday, 23 September

April 2019						
M	Tu	W	Th	F	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

May 2019						
M	Tu	W	Th	F	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

June 2019						
M	Tu	W	Th	F	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July 2019						
M	Tu	W	Th	F	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

August 2019						
M	Tu	W	Th	F	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

September 2019						
M	Tu	W	Th	F	Sa	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

In the company of
other leaders.

- Currently in a product role
 - At least 1 year work experience
 - Across industries
 - By application only
-

For managers...



Program updates

Turn the “what have you learned?” conversation into “how will you apply that here?”

Special events

Guest lectures and networking events to connect with other product executives.

The great aim of
education is not
knowledge, but action.

~ Herbert Spencer

Apply now

[extension.ucsd.edu/
product-management](https://extension.ucsd.edu/product-management)

[UCSanDiego](#) | EXTENSION

- Course fee: \$ 5,450
 - Enrollment is by application only and **limited to 20** students.
 - Applications are due by **April 5, 2019.**
-