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
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
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?

2. Product Planning & Delivery
How do we know if we have a potential winner?
How do we build a competitive advantage?

1. Product Strategy & Research
How do we know what market & product to focus on?
How do we identify who will buy our offering?
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

May
Strategy & Research
Market analysis,
Competitive analysis

Planning & Delivery
User-centered
design, Validation

June
Planning & Delivery
Roadmaps,
Specifications,
Lean iteration

July
Marketing & Growth
Pricing, Metrics,
Segmentation, Feedback

August
Marketing & Growth
Evangelism,
Positioning, Pitching

September
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
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

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