Product School

Course Catalog

productschool.com

Course Catalog

About us

Product School is a leading provider of Product Management education, offering structured training programs that equip students with the skills needed to build, scale, and lead digital products. Our programs provide a practical, hands-on learning experience led by senior product leaders with a minimum of five years of experience at top technology companies such as Google, Amazon, Netflix, Meta, Uber, and Airbnb.

All our training is compatible with a regular work schedule and our online course format offers flexibility to students in multiple time zones. Students engage in group collaboration, real-world case studies, and expert mentorship, gaining the skills needed for educational and professional advancement. This is not a traditional lecture-based course—students work hands-on to develop their own digital products from end to end.

Beyond the classroom,Product School offers two options for students: a membership model that includes ongoing professional development, access to ProductCon (the world's largest multi-city Product Management conference), and an exclusive alumni community; and a single certification option, which includes one certification course.

Our curriculum supports professionals at every stage, from aspiring Product Managers to experienced Product Leaders, equipping them with the tools, knowledge, and network to navigate and advance in an ever-evolving industry.

Mission and Objectives

Institutional Mission Statement

Product School's mission is to lower education barriers and provide students with the tools and skills necessary for success in Product Management and the tech industry.

Courses Offered

Product School offers the following courses:
- Product Manager Certification
- Product Leader Certification
- Product Marketing Manager Certification
- Artificial Intelligence for Product Certification
- Product Growth Certification

Course Objectives

Product Manager Certification
At the completion of this course, students will:
- Understand how to comfortably work with engineers, designers, and business professionals

- Understand frameworks, tools, and processes used by product managers, including research, a/b testing, prototyping, user testing, and requirement definition

Product Leader Certification

At the completion of this course, students will:

- Develop and communicate a product strategy
- Lead, coach, and evaluate a product team
- Analyze and make decisions based on product financials
- Generate insights from qualitative and quantitative analysis

Product Marketing Manager Certification

At the completion of this course, students will:

- Learn key Go-to-Market strategy principles to align teams with a shared vision and language
- Inform product & marketing decisions with market insights and competitive intelligence
- Position products by articulating the unique context of your products and clearly define target personas
- Craft compelling product messaging that resonates with diverse customer segments across all channels
- Develop pricing and packaging strategies in collaboration with revenue teams
- Get buy-in from executives by presenting a comprehensive Go-to-Market strategy

Artificial Intelligence for Product Certification

At the completion of this course, students will:

- Understand how Generative AI models work, and learn how recent advancements in AI are changing software.
- Learn how managing AI products differs from typical software development products and how to create an AI Product Strategy to apply advanced technologies to drive business results.
- Learn how to effectively experiment with and measure AI-powered products in a non-deterministic world.
- Gain hands-on experiences through building AI-powered functionality to understand how these technologies work, their strengths and weaknesses, best practices for user experiences.
- Understand the risks and challenges a Product Manager needs to keep their users and businesses safe in this new era.
- Learn how to craft user experiences of non-deterministic products and build trust.

Product Growth Certification:

At the completion of this course, students will:

- Understand and apply key growth principles, including acquisition, activation, retention, and monetization, across both B2B and B2C products.
- Leverage data and experimentation to inform product growth strategies and drive decision-making.
- Design growth strategies that integrate acquisition channels, user engagement, retention plans, and monetization models.
- Gain hands-on experience with essential growth tools to analyze data, optimize strategies, and scale product growth.
- Explore growth product management roles and understand the evolution of growth teams in cross-functional environments.

Product School does not represent the educational objective of the Product Marketing Manager, Artificial Intelligence for Product Certification, or Product Growth Certification programs lead to employment or a career, or prepares

students with the skills and knowledge necessary to satisfy the qualifications for licensure in a specified career, occupation, vocation, job, or job title.

Facility

The main campus consists of office space. The mailing address is 548 Market Street, PMB 22502, San Francisco, CA 94104. Classes are taught via distance education. Coursework is completed at a location determined by the student.

Minimum Equipment Recommendations

Students are required to provide their own computers. Product School, therefore, requires that students and users have the equipment and/or peripherals which can be reasonably expected to adequately function with the Product School Service in the following areas: operating system, web camera and microphone, internet access, and web browsers. Students will be notified of the specific software applications required for the program in which they are enrolled prior to the first class session, or as the sessions progress, as required.

All Distance Education Programs require the student to have a standard computer with internet access, as well as specific software applications that are available for free on the Internet.

The browser version of the LMS only supports Android tablets with an 8" screen or larger and Apple iPads of all sizes. For optimal usage of the platform, we recommend the use of the Go.Learn mobile app, which supports any screen size and older devices.

Student Acknowledgement and Review of Required Documents

As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement.

Holidays

Product School is closed on the following federal holidays: New Year's Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

Product School may choose to reschedule classes at its discretion with advance notice to students. Opportunities to make up any material missed will be provided.

Hours of Operation

Class Hours
Monday – Friday 8:00 am – 9:00 pm PST
Saturday 8:00 am – 2:00 pm PST

Administrative Office Hours
Wednesday – Friday, 3:00 PM – 5:00 PM PST
Any exceptions to these hours will be announced in advance and published on our website.

Course Descriptions and Objectives

Product Manager Certification

The Product Manager Certification is a 6-week part-time or 1-week full-time course that is suited for aspiring Product Managers from any professional background. Learn how to build digital products from end to end, lead cross-functional teams, bulletproof your resume, and prepare for interviews.

This program consists of 30 clock hours (one clock hour is defined as 50 minutes of instruction). At least 85% attendance of total course hours is required for completion.

Program Type	Total Hours	Style	Number of Weeks
Synchronous (Part-Time)	30 clock hours	Live Instruction Out of Class Work (approximately 35 hours)	6 weeks or 1 week

At the completion of this course, students will:
- Understand how to work comfortably with engineers, designers, and business professionals
- Understand frameworks, tools, and processes used by product managers including research, a/b testing, prototyping, user testing, and requirement definition

Student Assessment
Students will be assessed based on their attendance and successful completion of the final project. Students will receive a final grade of PASS/FAIL.

Course Completion Requirements
To complete the training, students must attend at least 85% of the total course hours, complete all activities, final project, final survey, and receive a final grade of PASS. Students with outstanding balances will not be eligible for course completion.

Product Leader Certification

Product School's Product Leadership Certification is a 6-week part-time or 1-week full-time course program for experienced Product Managers looking to advance into a more strategic leadership role. This advanced certification is not for everyone. If you have experience in a Product Management role and want to take your career to the next level, this training will give you the skills, confidence, and direction. Through hands-on work, practical exercises, and case studies, you'll dive deeper into how to implement PM best practices at the strategic level to impact your company's portfolio and outcomes significantly.

This program consists of 30 clock hours (one clock hour is defined as 50 minutes of instruction). At least 85% attendance of total course hours is required for completion.

Program Type	Total Hours	Style	Number of Weeks
Synchronous (Part-Time)	30 clock hours	Live Instruction Out of Class Work (approximately 20 hours)	6 weeks or 1 week

At the completion of this course, students will:
- Develop and communicate a product strategy
- Lead, coach, and evaluate a product team
- Analyze and make decisions based on product financials
- Generate insights from qualitative and quantitative analysis

Student Assessment
Students will be assessed based on their attendance and successful completion of the final project. Students will receive a final grade of PASS/FAIL.

Course Completion Requirements
To complete the training, students must attend at least 85% of the total course hours, final survey, and receive a final grade of PASS. Students with outstanding balances will not be eligible for course completion.

Product Marketing Manager Certification

Product School's Product Marketing Manager Certification is a 3-week part-time course for aspiring Product Marketing Managers with 2-3 years of professional experience and current Product Managers. Learn how to bring your products to market successfully by crafting your own Go-to-Market strategy.

This program consists of 15 clock hours (one clock hour is defined as 50 minutes of instruction). At least 80% attendance of total course hours is required for completion.

Program Type	Total Hours	Style	Number of Weeks
Synchronous (Part-Time)	15 clock hours	Live Instruction Out of Class Work (approximately 6 hours)	3 weeks

At the completion of this course, students will:
- Learn key Go-to-Market strategy principles to align teams with a shared vision and language
- Inform product & marketing decisions with market insights and competitive intelligence
- Position products by articulating the unique context of your products and clearly define target personas
- Craft compelling product messaging that resonates with diverse customer segments across all channels
- Develop pricing and packaging strategies in collaboration with revenue teams
- Get buy-in from executives by presenting a comprehensive Go-to-market strategy

Student Assessment

Students will be assessed based on their attendance and successful completion of the final project. Students will receive a final grade of PASS/FAIL.

Course Completion Requirements

To complete the training, students must attend at least 80% of the total course hours, final project, final survey, and receive a final grade of PASS. Students with outstanding balances will not be eligible for course completion.

Artificial Intelligence for Product Certification

Product School's Artificial Intelligence for Product Certification is a 3-week part-time program for Product Managers with 2-3 years of professional experience. Learn how to help leverage AI for product management frameworks, generate new ideas, and build AI-powered products.

This program consists of 15 clock hours (one clock hour is defined as 50 minutes of instruction). At least 80% attendance of total course hours is required for completion.

Program Type	Total Hours	Style	Number of Weeks
Synchronous (Part-Time)	15 clock hours	Live Instruction Out of Class Work (approximately 5 hours)	3 weeks

At the completion of this course, students will:
- Understand how Generative AI models work, and learn how recent advancements in AI are changing software
- Learn how managing AI products differs from typical software development products, and how to create an AI Product Strategy to apply advanced technologies to drive business results
- Learn how to effectively experiment with and measure AI-powered products in a non-deterministic world
- Gain hands-on experiences through building AI-powered functionality to understand how these technologies work, their strengths and weaknesses, best practices for user experiences
- Understand the risks and challenges a Product Manager needs to keep their users and businesses safe in this new era
- Learn how to craft user experiences of non-deterministic products and build trust

Student Assessment

Students will be assessed based on their attendance and successful completion of the final project. Students will receive a final grade of PASS/FAIL.

Course Completion Requirements

To complete the training, students must attend at least 80% of the total course hours, final project, final survey, and receive a final grade of PASS. Students with outstanding balances will not be eligible for course completion.

Product Growth Certification

Product School's Product Growth Certification is a 3-week part-time program for Product Managers with 2-3 years of professional experience. Learn how to leverage product experimentation frameworks to uncover growth opportunities and accelerate revenue.

This program consists of 15 clock hours (one clock hour is defined as 50 minutes of instruction). At least 80% attendance of total course hours is required for completion.

Program Type	Total Hours	Style	Number of Weeks
Synchronous (Part-Time)	15 clock hours	Live Instruction	3 weeks

At the completion of this course, students will:
- Understand and apply key growth principles, including acquisition, activation, retention, and monetization, across both B2B and B2C products.
- Leverage data and experimentation to inform product growth strategies and drive decision-making.
- Design growth strategies that integrate acquisition channels, user engagement, retention plans, and monetization models.
- Gain hands-on experience with essential growth tools to analyze data, optimize strategies, and scale product growth.
- Explore growth product management roles and understand the evolution of growth teams in cross-functional environments.

Student Assessment
Students will be assessed based on their attendance and successful completion of the final project. Students will receive a final grade of PASS/FAIL.

Course Completion Requirements
To complete the training, students must attend at least 80% of the total course hours, final project, final survey, and receive a final grade of PASS. Students with outstanding balances will not be eligible for course completion.

Admissions Policies and Procedures

Admission to any Product School program requires all applicants to be at least 18 years of age or older on or before the start of the course. Applicants must complete the admissions application and select the desired program. Based on all programs being taught at a distance, successful completion of the online application process demonstrates readiness for a distance education program. Program requirements outlined below must also be met for acceptance into the program.

Program Requirements

Program Name	Admissions Requirement
Product Manager Certification	Prospective student has no previous experience with Product Management. Prospective student is seeking their first product management role.
Product Leader Certification	Prospective student is currently employed in the field of product management. Titles can include: Associate Product Manager, Product Manager, Senior Product Manager, Group Product Manager, Director of Product Management, or similar. Prospective student is seeking a promotion in their product management career, including becoming a people leader.
Product Marketing Manager Certification	Prospective student is currently employed in the field of product management. Titles can include: Associate Product Manager, Product Manager, Senior Product Manager, Group Product Manager, Director of Product Management, or similar. Prospective student is seeking to expand their expertise in product marketing. This course is not designed to lead to employment.
Artificial Intelligence for Product Certification	Prospective student is currently employed in the field of product management. Titles can include: Associate Product Manager, Product Manager, Senior Product Manager, Group Product Manager, Director of Product Management, or similar. Prospective student is seeking to expand their expertise in GenAI to build and launch AI-powered products successfully. This course is not designed to lead to employment.
Product Growth Certification	Prospective student is currently employed in the field of product management. Titles can include: Associate Product Manager, Product Manager, Senior Product Manager, Group Product Manager, Director of Product Management, or similar. Prospective student is seeking to expand their skills in growth and experimentation to accelerate product revenue. This course is not designed to lead to employment.

Admissions Procedures

Product School offers two options for prospective students to apply for a program.

Indirect Enrollment:
- The applicant will meet with the Admissions Team to share about their professional background and career goals. Admissions will leverage this to make a recommendation about which program(s)or membership will be most appropriate. Admissions and Student will work together to decide which program(s) or membership they will enroll in.
- Admissions will help select the student's cohort(s) and payment method
- Telephone interviews conducted by the Admissions Team are not required, but are highly recommended to ensure the applicant's chosen program or membership fits the applicant's goals and prior work experience.

Direct Enrollment:
- The applicant selects at least one program or membership (e.g., certification course or specialization course), a start date, and completes the program application.

- Once the application is submitted, the Student Success Team will review the submission and the applicant's prior work experience. The Student Success Team will contact the applicant within 48 hours during administrative office hours.
- Program Suitability Assessment: based on the review, the Student Success Team will determine if the chosen program or membership is suitable for the applicant, considering their experience, goals, and ability to complete coursework at a distance.
- If the applicant is qualified, the Student Success Team will email the course details and confirm successful enrollment to the program or membership.
- If the applicant is not qualified, the application will be passed to the Admissions Team, who will have a tailored conversation to guide the applicant toward the best program or membership based on their experience and goals.

Admissions Deadline

For all part-time evening and weekend courses, the admissions deadline is one (1) day before the first class of the course. Product School reserves the right to make exceptions and admit students to a given course after the admissions deadline has passed under special circumstances. Due to the short nature of the courses, students will not be admitted to a course after it has begun.

Transfer of Credit

Product School courses are not credit-bearing. Product School does not accept hours or credit from other institutions through transfer of credit, challenge examinations, achievement tests, or experiential learning. Courses taken at Product School are unlikely to count as transfer credit at another institution. Product School does not give or evaluate experiential learning credit.

Notice Concerning Transferability of Credits and Credentials Earned at Our Institution

The transferability of credits you earn at Product School is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the _____ certification you earn in the educational program is also at the complete discretion of the institution to which you may seek to transfer. If the certification you earn at this institution is not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason, you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending Product School to determine if your certification will transfer.

This institution has not entered into an articulation or transfer agreement with any other institution.

International Students and Language Services

Product School does not provide any visa services nor vouches for student status. Fluency in English is required; Product School does not provide any language instruction. All instruction takes place in English. TOEFL and other language-related documentation is not accepted.

English language proficiency for the purposes of attending Product School is determined through the admissions process. The admissions process and interviews with the Admissions Team or Student Success Team are designed to reflect the level of communication required to succeed in the course. Applicants who succeed in the application process possess sufficient English language capacity to succeed at Product School and as a Product Manager or Product Marketing Manager.

Academic Policies

Hours

Academic credit is measured in clock hours. One (1) clock hour is defined as a fifty (50) minute period of instruction.

Make-up Class Policy

Product School understands that it may be necessary to make up for a class and allows each student to make up missed classes via video recordings, up to a maximum of one (1) weekend or two (2) weekday classes. These recordings are now stored in our LMS for easy access. Please note that Product School is not obligated to accommodate every request.

Code of Conduct

All students are expected to conduct themselves in a manner that supports and promotes the educational mission of Product School. Integrity, respect for one another, and a commitment to intellectual and personal growth in a diverse population are values fundamental to the Product School community.

Product School acknowledges that bias-based conduct can threaten the mental health and safety of students and the community. Therefore, evidence that the student's conduct was motivated by bias regarding an individual or group's real or perceived race, color, creed, religion, sex, gender, national origin, citizenship, ethnicity, marital status, age, disability, sexual orientation, gender identity and gender expression, reproductive health decisions, and/or veteran status may result in dismissal of the student.

Probation

Product School does not provide a probation option. If a student is not making satisfactory progress as determined by the Student Assessment procedures described in the Course Description, the student may be withdrawn from the program.

Attendance

Product Manager Certification and Product Leader Certification have 30 hours of instruction. Students are required to attend at least 85% of the total course hours to be eligible to complete the course. Students are encouraged to attend each class. If a student fails to attend 4.5h of class out of 30 total hours of instruction and does not make up for the missed work, the student may be administratively withdrawn from the course.

Artificial Intelligence for Product Certification and Product Marketing Manager Certification have 15 hours of instruction. Students are required to attend at least 80% of total course hours to be eligible to complete the course.

Students are encouraged to attend each class. If a student fails to attend 2.5h of class out of 15 total hours of instruction and does not make up for the missed work, the student may be administratively withdrawn from the course.

Leaves of Absence / Paused Policy and Request

A Leave of Absence (LOA) or Pause is a temporary interruption in a student's program of study. Product School allows students to request one (1) LOA per 12-month membership period, subject to approval. A leave of absence may not exceed two (2) months within the membership period, and students must complete their program within the original 12-month window.

Students must submit their LOA request in writing to students@productschool.com before the leave begins, unless unforeseen circumstances prevent prior notification. The request must include a valid reason, which may include:

- Personal or family medical issues
- Death in the family
- Other mitigating circumstances

If an unforeseen event prevents a student from requesting an LOA in advance, Product School may grant approval retroactively, provided the reason is documented, the student submits a request at a later date, and the LOA start date aligns with the first date of absence. Students may only request one (1) LOA per membership period. Product School reserves the right to approve, deny, or modify LOA requests at its sole discretion.

Completion

Upon successful completion of the program, students will be issued two official documents. A Certificate of Completion will be granted to those who have met all course requirements, including the completion of the final survey and full payment of tuition fees. Additionally, an official transcript will be available upon request to all students, without any additional requirements, by contacting students@productschool.com via email.

Standards of Progress and Student Achievement

Student progress is evaluated based on attendance and the final project. All final projects are reviewed on a completion basis to ensure students meet the necessary standards.

To successfully complete the Product Manager Certification and Product Leader Certification, students must attend at least 85% of total course hours, submit the final project, and complete the final course survey. For the Product Marketing Manager Certification, Product Growth Certification, and Artificial Intelligence for Product Certification, students must attend at least 80% of total course hours, submit the final project, and complete the final course survey.

Final projects are evaluated promptly following the end of each cohort. On average, evaluations are completed within seven (7) business days after the cohort end date, and no later than ten (10) business days after the cohort end date. This evaluation period begins once the institution has received the student's final project submission and concludes when feedback and the final grade are issued.

Upon meeting these requirements, students will receive a final grade of either "PASS" or "FAIL." A PASS grade indicates that the student has met all minimum program requirements, while a FAIL signifies that the student has not met these standards.

In addition to its formal curriculum, Product School provides supplemental student services, including an alumni community and access to product conferences. These resources are designed to support students' educational and professional development but are not part of the formal curriculum or grading criteria. Participation in these services will not impact a student's academic standing, progress, or final grade determination. Certification eligibility is strictly based on the requirements outlined in this section, including attendance and the successful completion of the final project.

Student Rights

Students have the right to equal opportunity education and non-discrimination based on sex, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, sexual orientation, or other categories protected by law of the states in which we operate.

1. Students have the right to view their own academic records
2. Students have the right to cancel or withdraw from their course, as per Product School's Cancellation, Withdrawal, and Refund Policy
3. Students have the right to file a grievance, as per Product School's Grievance Procedure

Student Services

Housing

Product School neither offers any dormitory housing nor student housing assistance. Product School does not assume any responsibility for student housing. According to rentals.com for San Francisco, CA, rental properties start at approximately $2,938 per month.

Library

Product School provides students with access to supplementary On-Demand Content, including but not limited to videos, audio recordings, written documents, presentations, and interactive media. These digital resources become available through the learning management system upon full enrollment and completion of the enrollment agreement. While On-Demand Content serves as an additional learning resource, it is not part of the formal curriculum. Additionally, students may be directed to external websites for further exploration beyond the core coursework. Accessing or completing these materials will have no impact on a student's academic progress, course completion status, or certification eligibility.

Student Records

Student records for all students are kept for five years. Transcripts are kept permanently. Student transcripts and all records are maintained electronically. Product School takes reasonable precautions to protect the privacy of personal student information.

Service Offerings and Benefits

As part of enrollment, students may receive access to a variety of supplemental services and experiences designed to enhance their learning, support practical application, and foster professional and community engagement. These may include, but are not limited to, participation in ProductCon events, access to alumni or professional communities, and other learning-enhancement opportunities.

The availability, eligibility, format, and duration of these services may vary and are subject to change, modification, or discontinuation at the sole discretion of Product School. These services are provided as additional support to the core educational offerings and may be introduced, adjusted, or removed at any time to best align with student needs and institutional goals. All services must be used within the applicable enrollment period and may not roll over to future terms.

Careers & Job Placement Assistance

Product School does not offer career services or job placement services to students or alumni. Each program prepares graduates for specific occupational roles as defined by the United States Department of Labor's Standard Occupational Classification (SOC) system. The Product Manager Certification and Product Leader Certification programs fall under SOC Code 13-1082.00: Product Management Specialists.

Internal Grievance Procedure

Persons seeking to resolve problems or complaints should contact the Student Success Team at students@productschool.com for any ethics issues or grievances about classes, students, instructors, staff members, or situations. Any contact/discussion with the Student Success Manager is completely confidential, and every effort will be made by Product School to resolve students' grievances swiftly and fairly.

External Grievance Procedure

A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling the toll-free phone number at 888-370-7589, or by completing a complaint form, which can be obtained on the Bureau's Internet Web Site: www.bppe.ca.gov.

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at 1747 N. Market Blvd., Suite 225, Sacramento, CA 95834 or P.O. Box 980818, West Sacramento, CA 95798-0818, www.bppe.ca.gov, (888) 370-7589 or by fax (916) 263-1897.

Cancellation, Withdrawal, Dismissal and Refund Policy

Student's Right to Cancel

The student has the right to cancel this Enrollment Agreement and receive a refund of all payments made, minus a non-refundable registration fee of $250. Cancellation must occur either by attending only the first class session (defined as accessing the first-day course materials) or within seven days of enrollment—whichever occurs later.

To cancel, the student must send a written notice clearly stating their intention to cancel to the Student Success Team via email at students@productschool.com. The notice does not require any specific format but must clearly indicate the student's decision to withdraw from the Enrollment Agreement.

Upon receiving the cancellation notice, Product School will process the refund (less the $250 non-refundable registration fee) within 30 days.

Withdrawal

Students may withdraw from the school at any time after the cancellation period (described above), and refunds will be determined in accordance with the refund policy stated below. For the purpose of determining a refund under this section, a student shall be deemed to have withdrawn from a course of instruction when any of the following occurs:

- Student-Initiated Withdrawal: The student notifies the institution in writing of the student's withdrawal or as of the date of the student's withdrawal, whichever is later. The notification is effective when Product School receives notice via email at students@productschool.com.
- Administrative Withdrawal: The institution terminates the student's enrollment for failure to maintain satisfactory progress, failure to abide by the rules and regulations of the institution; absences in excess of the maximum set forth by the institution; and/or failure to meet financial obligations to the school.

Students who withdraw due to an emergency, such as personal or family illness or national service, may be re-enrolled into another Product School course following approval by the Student Success Team.

Refund Policy

Refunds will be issued within 30 days of withdrawal, minus a non-refundable registration fee and a non-refundable student service fee, after the cancelation period. If a student withdraws after completing 60% or less of the course, they will receive a pro-rata refund based on the portion completed. If more than 60% of the course has been completed, the student remains responsible for the full tuition, regardless of whether they finish the course.

The pro-rata refund is calculated by determining the hourly charge for the course, subtracting any non-refundable fees, dividing by the total course hours, and multiplying by the hours attend before withdrawal. The last recorded date of attendance will be used as the withdrawal date.

If tuition was paid through a loan or third party, refunds will be sent to the lender, third party, or applicable state or federal agency. Students who received federal financial aid are entitled to a refund of any amount not paid from federal aid funds. Product School does not participate in federal or state financial aid programs.

If a student obtains a loan, they are responsible for repaying the full loan amount plus interest, minus any refund. In case of default on a federal or state loan, the government or loan agency may take action, including garnishing tax refunds, and the student may lose eligibility for further government financial aid until the loan is repaid.

Reschedule Policy

Students are expected to attend their originally scheduled course, as the curriculum is designed to follow a structured and sequential learning experience. If a student wishes to reschedule after the course has started, they must submit a formal request to the Student Support Team at students@productschool.com. Approved rescheduling requests are subject to a non-refundable reschedule fee of $100 USD, unless an exception is granted in writing at the sole discretion of the Product School Student Success Team. For students enrolled through a membership or a single certification, any rescheduled course must begin within the active membership period and cannot extend beyond the membership expiration date.It is the student's responsibility to regularly review the Product School website and Learning Management System for the most up-to-date course schedules and available cohorts. Please note that Product School does not guarantee cohort availability. Rescheduling requests are subject to course capacity and scheduling limitations.

Membership Auto-Renewal Policy

By subscribing to our service, you agree that your annual membership term begins seven (7) days after entering into this agreement and will automatically renew at the end of each annual billing cycle unless canceled before the renewal date. The renewal will follow your previously selected plan and services unless modifications are requested in

advance. Upon renewal, your membership will continue for an additional one year term to provide access to additional courses, conference tickets, on-demand materials, continued access to the alumni community, and other exclusive benefits.

You will receive a renewal notification via email 30 days before your renewal date to remind you of the upcoming charge. If you wish to modify or cancel your membership, you must do so before the renewal date. You may cancel auto-renewal at any time through your product school portal settings or by contacting our support team.

To cancel your membership via the Product School portal:

1. Log in to your Product School portal.
2. On the left-side menu, navigate to the Settings section.
3. Click Settings, which will direct you to your membership Settings page.
4. Locate the deactivate membership button at the bottom right of the page.
5. Click the deactivate membership button to cancel your membership or the Subscribe button to reinstate it.

If you choose to cancel via email, please contact students@productschool.com with your request.

Any cancellation must be completed before the renewal date to avoid being charged for the next billing cycle. If canceled, you will retain access to your membership benefits until the end of your current billing period. Your membership status and renewal information can also be accessed through your product school portal settings.

Unless canceled before the renewal date, your chosen payment method will be charged for the next billing cycle at the then-current membership rate which will be clearly noted, including applicable taxes. If we are unable to process your payment, your access to the service may be suspended until payment is successfully completed. We may also attempt to update your payment details through third-party sources, such as your bank or payment provider.

We reserve the right to update membership pricing or modify the terms of our service. Any changes will take effect at the start of your next billing cycle and will be communicated via prior notice. By continuing your membership after such changes take effect, you accept the updated terms. If you do not agree to the revised terms, you must cancel your membership before the next renewal date.

By subscribing, you acknowledge and agree to these auto-renewal membership terms. Your signature or initials below indicate your express affirmative consent to this auto-renewal policy.

Tuition Credits & Discounts Policy

Product School may offer promotional discounts at its discretion, which will be advertised through our website, email campaigns, or other marketing channels. These promotions are available for a limited time and apply only to purchases made during the specified period. Discounts are not retroactive and cannot be applied to past transactions.

In addition to promotional offers, discounts may be available based on the payment plan and terms selected at enrollment. Certification and Memberships may also have different pricing, reflecting the benefits and services included in each product. All pricing adjustments, promotional campaigns, and discounts are determined solely by Product School and may change at any time without prior notice.

The price paid at enrollment applies only to that transaction and does not entitle the subscriber to future discounts, refunds, or pricing adjustments. All applicable discounts and payment details will be outlined in the student contract at the time of enrollment.

For Unlimited Memberships, discounted access is valid for twelve (12) months from the Agreement date. To retain benefits, courses must be completed within this period.Refund requests result in the forfeiture of all membership discounts and benefits. The Student will be charged the full list price for any accessed course, plus any non-refundable fees.

Students upgrading to an Unlimited Membership will have prior payments applied and revised discounts outlined in the pricing table. By upgrading, the Student accepts the adjusted pricing and terms.

Tuition and Fees

Product School offers two services: Single Certification and Unlimited Membership. Each service includes different benefits. The table below outlines the details of each offering along with the associated costs.Unless stated otherwise in a written and approved private lending agreement, students are required to pay 100% of the total tuition by the due date specified in their chosen payment plan and terms.

Product School Single Certification

1 Course Student must select **one (1)** of the following courses: • *Product Marketing Manager Certification or;* • *Artificial Intelligence for Product Certification or;* • *Product Growth Certification or* • *Product Manager Certification or* • *Product Leader Certification*	STUDENT TUITION RECOVERY FUND STRF (nonrefundable) _____ for every $1,000 rounded to the nearest $1,000 of institutional charges. *(Applicable to California Resident While Enrolled, Or Enrolled in a Residency Program). Not applicable to the Artificial Intelligence for Product Certification program and Product Marketing Manager Certification Program*	Registration Fee *(non-refundable)*	Tuition Per Selected Course	Student Services *(non-refundable after the cancellation period)*	Total Single Certification Price:
Selected Course (1)	$0.00	$250.00	$2,824.00	$375.00	$3,449.00

Product School Unlimted Membership

5 Courses Student must select **five (5)** of the following courses: • *Product Marketing Manager Certification or;* • *Artificial Intelligence for Product Certification or;* • *Product Growth Certification or* • *Product Manager Certification or* • *Product Leader Certification*	STUDENT TUITION RECOVERY FUND STRF (nonrefundable) _____ for every $1,000 rounded to the nearest $1,000 of institutional charges. *(Applicable to California Resident While Enrolled, Or Enrolled in a Residency Program). Not applicable to the Artificial Intelligence for Product Certification program and Product Marketing Manager Certification Program*	Registration Fee *(Non- Refundable fee)*	Tuition Per Selected Course	Student Services *(non-refundable after the cancellation period)*	Total Cost Per Selected Course
Selected Course (1)	$0.00	$250.00	$3199.00	$1,999.00	$5,448.00
Selected Course (1)	$0.00	$250.00	$3199.00	$0	$3,449.00
Selected Course (1)	$0.00	$250.00	$3199.00	$0	$3,449.00
Selected Course (1)	$0.00	$250.00	$3199.00	$0	$3,449.00
Selected Course (1)	$0.00	$250.00	$3199.00	$0	$3,449.00
Total Unlimited Membership Price: $19,244.00					

Product Manager Certification

Total Charges For Current Period Of Attendance	$3,449.00
Estimated Total Charges For The Entire Educational Program	$3,449.00

Product Leader Certification

Total Charges For Current Period Of Attendance	$3,449.00
Estimated Total Charges For The Entire Educational Program	$3,449.00

Product Marketing Manager Certification

Total Charges For Current Period Of Attendance	$3,449.00
Estimated Total Charges For The Entire Educational Program	$3,449.00

Artificial Intelligence for Product Certification

Total Charges For Current Period Of Attendance	$3,449.00
Estimated Total Charges For The Entire Educational Program	$3,449.00

Product Growth Certification

Total Charges For Current Period Of Attendance	$3,449.00
Estimated Total Charges For The Entire Educational Program	$3,449.00

Student Tuition Recovery Fund

The State of California established the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic loss suffered by a student in an educational program at a qualifying institution who is or was a California resident while enrolled, or was enrolled in a residency program if the student enrolled in the institution, prepaid tuition, and suffered an economic loss. Unless relieved of the obligation to do so, you must pay the state-imposed assessment for the STRF, or it must be paid on your behalf, if you are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition. You are not eligible for protection from the STRF and you are not required to pay the STRF assessment if you are not a California resident or are not enrolled in a residency program.

It is important to keep copies of your Enrollment Agreement, financial aid documents, receipts, or any other information that documents the amount paid to the school. Questions regarding the STRF may be directed to the Bureau for Private Postsecondary Education, 1747 North Market Blvd., Suite 225, Sacramento, CA 95834, (916) 574-8900 or (888) 370-7589.

To be eligible for STRF, you must be a California resident or enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The institution, a location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not choose to participate in a teach-out plan approved by the Bureau or did not complete a chosen teach-out plan approved by the Bureau.
2. You were enrolled at an institution or a location of the institution within the 120-day period before the closure of the institution or location of the institution or were enrolled in an educational program within the 120-day period before the program was discontinued.
3. You were enrolled at an institution or a location of the institution more than 120 days before the closure of the institution or location of the institution, in an educational program offered by the institution as to which the Bureau determined there was a significant decline in the quality or value of the program more than 120 days before closure.
4. The institution has been ordered to pay a refund by the Bureau but has failed to do so.
5. The institution has failed to pay or reimburse loan proceeds under a federal student loan program as required by law or has failed to pay or reimburse proceeds received by the institution in excess of tuition and other costs.
6. You have been awarded restitution, a refund, or other monetary awards by an arbitrator or court, based on a violation of this chapter by an institution or representative of an institution, but have been unable to collect the award from the institution.
7. You sought legal counsel that resulted in the cancellation of one or more of your student loans and had an invoice for services rendered and evidence of the cancellation of the student loan or loans.

To qualify for STRF reimbursement, the application must be received within four (4) years from the date of the action or event that made the student eligible for recovery from STRF.

A student whose loan is revived by a loan holder or debt collector after a period of non-collection may, at any time, file a written application for recovery from STRF for the debt that would have otherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made the student eligible, the student must have filed

a written application for recovery within the original four (4) year period unless the period has been extended by another act of law.

However, no claim can be paid to any student without a social security number, or a taxpayer identification number.

Approval

This institution is a private institution approved to operate by the California Bureau for Private Postsecondary Education. (BPPE) Approval to operate means the institution is compliant with minimum standards contained in the California Private Postsecondary Education Act of 2009 (as amended) and Division 7.5 of Title 5 of the California Code of Regulations.

This catalog includes programs approved by the California Bureau for Private Postsecondary Education and subject to the California Private Postsecondary Education Act of 2009 and others that are not. Certain rights and protections outlined in this catalog, including but not limited to student refund rights, cancellation rights, and Student Tuition Recovery Fund (STRF) eligibility, apply only to the following state-approved programs:
- Product Manager Certification
- Product Leader Certification

Financial Assistance And Student Loans

Product School is not accredited by an accrediting agency recognized by the United States Department of Education.

The school does not participate in either State or Federal financial aid programs, nor does it provide financial aid directly to its students. A student enrolled in an unaccredited institution is not eligible for federal financial aid programs. No financial aid is offered.

If a student obtains a loan to pay for Product School, the student will have to repay the full amount of the loan plus interest, less the amount of any refund. If a student receives federal student financial aid funds, the student is entitled to a refund of the money not paid from federal financial aid funds.

This institution has not had a pending petition in bankruptcy, is not operating as a debtor in possession, and has not filed a bankruptcy petition within the preceding five years nor has had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code.

State of California Assistance

The Office of Student Assistance and Relief is available to support prospective students, current students, or past students of private postsecondary educational institutions in making informed decisions, understanding their rights, and navigating available services and relief options. The office may be reached by calling (888) 3707589, option #5, or by visiting osar.bppe.ca.gov.

Faculty

The instructors at Product School are professionals in the industry with a minimum of five years of experience at top technology companies such as Google, Amazon, Netflix, Meta, Uber, and Airbnb. Please see the most current addenda to this catalog for a list of current faculty members.

Course Catalog Addenda for Faculty

The most recently dated exhibit is to be considered current. A comprehensive list of instructor profiles and biographies can be found at **https://productschool.com/instructor/**.

The catalog faculty addenda is updated annually.

EXHIBIT A: Current Faculty

Aditi Mediratta	Aditi Mediratta is a seasoned Product Marketing Leader at LinkedIn, specializing in empowering job seekers to maximize their potential on the platform. With a keen focus on understanding user needs, Aditi collaborates closely with global teams and product leadership to drive product-market fit and foster product-led growth.
Ali Busacca	Allison Busacca is an experienced product leader with a track record of successfully launching and scaling global products and driving business growth across some of the world's most recognized companies.
Ahmed Wafaey	Ahmed Wafaey is a seasoned product leader with a profound passion for the intersection of technology, business, and life. With a wealth of experience in launching B2C and B2B software products, Ahmed excels in end-to-end product lifecycle management.
Anastasiia Zholobova	Anastasia Zholobova is a Group Product Manager at Delivery Hero, boasting eight years of expertise in building and managing in-house ad tech products, search engines, mobile geo services, and social networks. Her proficiency spans agile product development, B2B/B2C marketing, advertising technologies, data analysis, market research, and strategic partnerships.
Ankur Jha	Ankur Jha is a seasoned Product Manager with over 14 years of experience in crafting innovative, customer-focused solutions. As the Manager of Product, Automation & AI at Amazon, he leads a dynamic team dedicated to enhancing user experiences and driving business growth through cutting-edge products and services.
Anmol Saxena	Anmol is a Senior Product Manager at Amazon, looking after product strategy, vision, and roadmap of core customer experience in Canada. He's launched highly successful products for millions of customers and improved key metrics like engagement, satisfaction, and revenue.
Ashish Sharma	Ash Sharma is a visionary product leader with a proven track record in building innovative products and high-performing teams. Currently, he leads Alexa's advancement as a conversational Generative AI assistant at Amazon, where he has made Alexa more helpful, personalized, and accessible.
Cara de Freitas Bart	Cara de Freitas Bart is a distinguished leader in the field of product management, currently serving as the Group Product Manager at LinkedIn. Leading the LinkedIn Learning Enterprise team, Cara is at the forefront of developing an unparalleled enterprise learning product, designed to equip professionals with the skills essential for advancing their careers.
David Lee	David Lee is a seasoned product leader with a proven track record of driving impactful results across startups and leading consumer brands. With over a decade of business experience, David brings a unique blend of advanced technical expertise and strategic insight to every phase of the product lifecycle.
Dauphine Dewavrin	Dauphine is a passionate International Product Growth Manager with a proven ability to drive product innovation and growth in global markets. Dauphine thrives on turning deep market insights into actionable strategies that make a tangible impact, whether it's improving user experience or boosting business results.

Debankur Naskar

Debankur Naskar is a Group Product Manager at the Apple App Store where he leads the Search and Discovery initiatives and vision. Prior to this, he worked in many different startups as well as large companies helping them build various consumer products.

Deepthi Jayarajan

As Zoom's eighth product manager, Deepthi Jayarajan has been instrumental in driving the enterprise growth for Zoom Meetings and Zoom Webinars. She currently manages the people portfolio in Zoom that includes identity and access management, users, profiles, contacts, groups, and roles that span across the platform.

Dejan Krstic

Dejan Krstic is a Spotify Group Product Manager working to unlock the potential and creativity of artists. He brings together more than 12 years of experience and motivation to solve user problems to create value for his team.

Dorra Mlouhi

Dorra Mlouhi is an Amazon Product Leader who loves to share her knowledge of Product Management. Before her current role, she worked as a Senior eCommerce Technical PM at ALSO group.

Ekaterina Garbaruk Monnot

Ekaterina Garbaruk Monnot is an accomplished product leader renowned for her ability to drive business value through the strategic amalgamation of customer insights, business processes, and scalable technical solutions.

Evangelos Foutakglou

With extensive exposure to diverse digital verticals, Evangelos Foutakoglou is an experienced Digital Product professional with a strong focus on B2C/consumer-facing platforms. His result-oriented leadership style, based on Agile principles, is backed by a solid tech background and a holistic perspective on the business side.

Heidi Gibson

Heidi Gibson has over 20 years of Product Management experience, with most of that focused on consumer/small business software and SaaS.

Jaqueline Kosilek de Paiva

Jaqueline Kosilek, a Brazilian Group Product Manager at Delivery Hero based in Berlin, brings over a decade of experience in digital strategy and leading cross-functional teams. Passionate about mentoring others, Jaqueline currently serves as a Group Product Manager at Delivery Hero, where she continues to drive innovation and excellence in product development.

Kareen Okaka

Kareen Okaka is a Group Manager of Product Marketing at LinkedIn, leading a team driving product strategy roadmap, GTM, and delivery for internal and external marketing solutions. She has launched highly successful apps for millions of customers and collaborated with cross-functional teams, partners, and customers to understand their needs, provide insights, and deliver value at companies such as Adobe and Dell.

Katja Strelcova

Katja Strelcova is a distinguished product marketing leader with over 15 years of expertise in strategy, business development, and marketing spanning various industries including media, advertising technology, consumer goods, and mobile apps.

Mariana Abdala

Mariana Abdala is a seasoned Product Management professional with 15 years of Product experience, specializing in the domains of FinTech, eCommerce, and Venture-backed Tech Startups. Currently, in her role as the VP of Product at Product School, Mariana leads global Product Management training initiatives to empower the next generation of Product Leaders.

Michelle Xie

Michelle Xie is a distinguished product and tech leader with over a decade of experience spearheading the launch and expansion of digital innovations. Her expertise spans customer-centric design, global retail, and cutting-edge technologies such as machine learning, computer vision, and generative AI.

Nainaa A Sheth	Nainaa Sheth is leading as a Senior Product and Strategy Leader at Apple Ads. Over her three years with the company, she has been at the forefront of enhancing the advertiser experience within the Apple Ads ecosystem.
Niels Koek	Niels Koek is an accomplished leader in the realms of product and technology, boasting an impressive track record in the online travel and gaming sectors. With a strong foundation in technical product management and agile methodologies, Niels has become a pivotal figure in shaping the digital landscape.
Nikita Mitra	Nikita Mitra, as the Head of Product Marketing for Emerging Businesses at Uber, is at the forefront of strategic initiatives driving Uber's expansion into new service lines on a global scale. With a wealth of experience within the company, Nikita has held pivotal roles, including Product Marketing Lead and Senior Product Marketing Manager, overseeing critical aspects of the rider app, growth products, and consumer marketplace offerings.
Piya Mukherjee Kalra	Piya is the Director of Product Management at Disney Streaming. She's an excellent leader who knows how to sustain and continue growth of the product and the customer-base year-over-year. She's particularly skilled with people and stands out with stakeholder management, team building, and customer management.
Puneet Goel	Puneet Goel is a seasoned product leader with over 12 years of experience driving strategy and execution for consumer and enterprise products, reaching over 1 billion users worldwide. He has held influential roles at Google, where he excelled in securing executive buy-in, transforming cultures, and mitigating reputational risks.
Ravi Kiran Chintalapudi	Ravi is a Group Product Manager at Google, currently leading a team of seasoned PMs building/driving product portfolios, solutions, acquisitions, and ISV/GSI partnerships.
Salman Malik	Salman Malik is a technology Product Leader with experience spanning multiple industries including Smart Devices, Travel, Health Insurance, Telecom, Recruitment, and Education. Currently, he's Principal Product Manager at Amazon.
Sanjeev Verma	Sanjeev Verma is a Group Product Manager at Google, where he leads cross-functional teams to develop and scale innovative products. With a data-driven and business-focused approach, he has successfully launched new products, enhanced user and partner experiences, and built developer APIs.
Saravanar Boopalan	Saravanar is an experienced PM currently leading the engineering, product, and program team at Amazon. He has been with the company since 2016.
Sarika Tyagi	Over 18 years, Sarika Tyagi has built and launched products across multiple industries as an entrepreneur and as a product leader in large organizations; currently as a product leader at Amazon.
Seda Elibol	Seda Elibol is a Product Leader at N26, where she is building useful products for mobile banking customers. She also holds a Transformational Coaching certificate from the Animas Centre for Coaching and specializes in career service and mentorship for Product people.
Shiva Arunachalam	Shiva is an Analytics and Mobile focused Product Evangelist with over 10 years of experience in building products, delivering data solutions, products in the Personalization, Optimization, Ad/Martech, Data Science and App Management space that have impacted over 100 million users worldwide and have consistently generated over $50 million in annual revenue. Currently, he's a Senior Product Manager at Uber, managing the Automation and Personalization stack for the Growth teams.

Shivkumar Lakshminarayanan	Shivkumar brings a wealth of experience from the technology and consumer goods sectors. He's known for his ability to navigate complex challenges, collaborate effectively in teams, and maintain composure even in demanding situations. He is currently working as a Principal Product Manager at Amazon.
Sirisha Machiraju	Sirisha Machiraju is a Product Management Professional with a successful track record of developing and launching technology products that drive user engagement and monetization in multiple domains including logistics, customer support, search, data platforms, and AI.
Sofia Jukelson	Sofia is a seasoned Product Manager Lead with over 13 years of experience working in various roles at Google. Her proficiency as a full-stack B2B product manager allows her to build innovative AI applications, robust infrastructure, and user-friendly interfaces.
Stacy Cronin	With over two decades of experience delivering large-scale consumer products across diverse industries, including health and genomics, Stacy Cronin is a respected product management leader. She is personally passionate about products, people, and companies dedicated to making a meaningful difference in the lives of their customers and the world.
Stephanie Fan	Stephanie Fan is a dynamic Product Leader with over a decade of experience in crafting innovative consumer products. Her expertise lies in harnessing the power of AI and AR to address real-world challenges, impacting various domains such as content creation, social engagement, live streaming, autonomous driving, smart home assistance, and fashion.
Susan Park	Susan "Spark" Park is a distinguished figure in Product Marketing renowned for her expertise in leveraging customer and industry intelligence to drive exponential growth in revenue and product usage. Recognized as one of the most Influential Product Marketers in the industry and honored as a top Product Marketing mentor by Sharebird, Spark's career exemplifies visionary leadership and transformative innovation.
Vasanth Krishna Namasivayam	Krishna Namasivayam is a distinguished Product leader with a deep-seated expertise in artificial intelligence and machine learning, boasting a career that spans over several high-impact roles across leading tech companies. As the Director of Product at Dropbox, Krishna spearheaded the creation of Dropbox's AI Center, aiming to transform the company into an AI-first leader in both product development and operational efficiency.
Victoria Kovtun	Victoria Kovtun is an accomplished product leader with a wealth of experience in dynamic marketplaces. Currently a Product Leader at Delivery Hero, she is at the forefront of shaping user experiences and advancing business strategies in the online food delivery industry.
Yana Tsareva	Yana brings over nine years of expertise in the high-tech industry, spanning roles in product management, technical marketing, and customer support, all with a focus on consumer products. Yana is known for her proficiency in building mission-critical customer experiences, rapidly developing proof of concepts, and making data-driven decisions.
Yana Yushkina	Yana Yushkina is a dynamic Product Leader and distinguished speaker known for her prowess in managing teams of product managers and delivering impactful contributions fueled by generative AI. With a passion for leveraging data-driven development, she is committed to crafting exceptional and user-friendly products that resonate with audiences worldwide.