Product School Certifications

The Global Leader in Product Training

2014

Founding year

2 Million +

Member Community

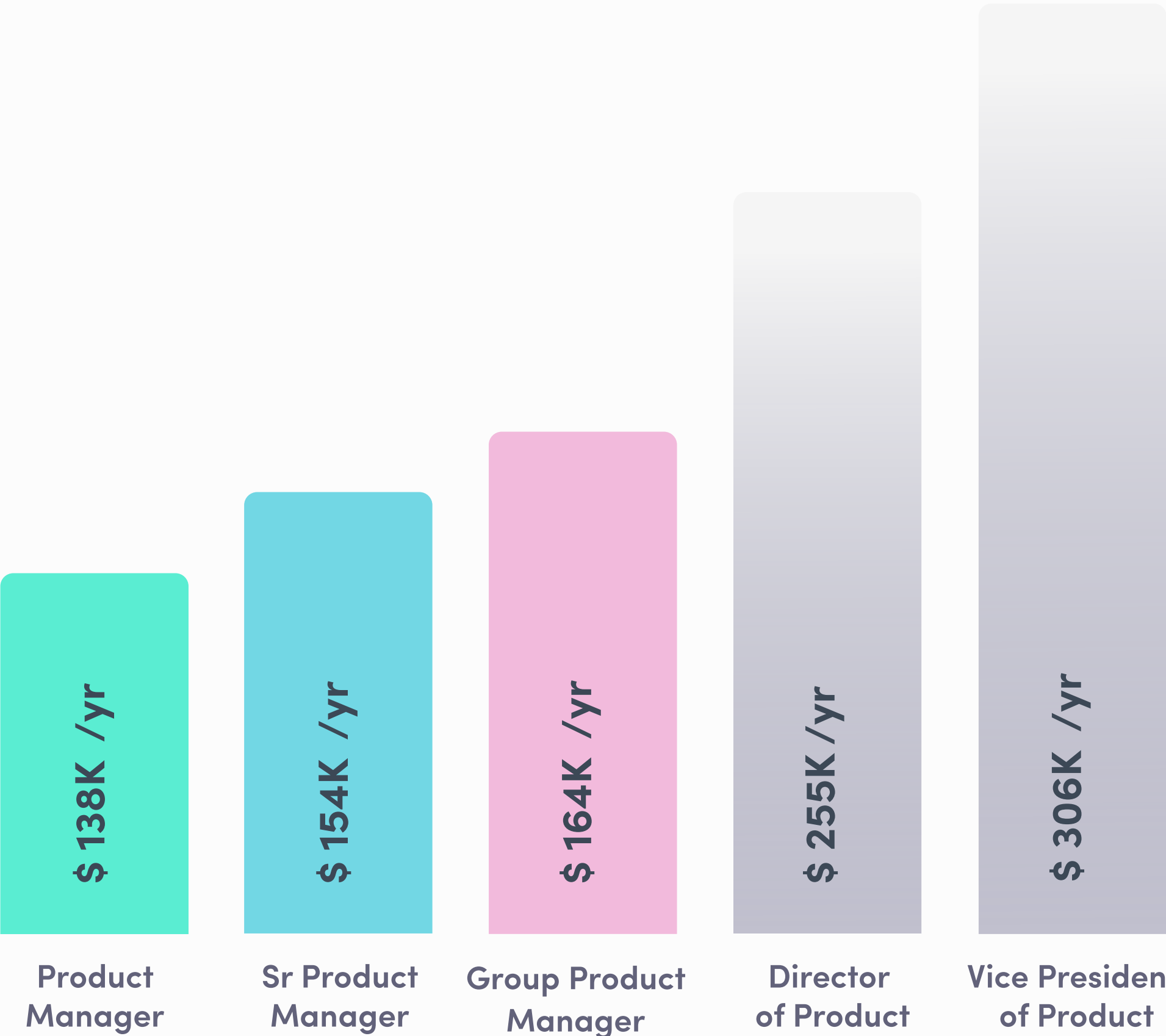**3** **Annual conferences**

San Francisco

New York

London

Product School is my go-to place for finding product talent and upskilling my product team. Their trainings are engaging, supplemented by modern frameworks, tools. Product School has the strongest community in product.

Ajay Arora
Product Leader ex-Netflix, Amazon

Average Product Manager salaries in the US

Source: Glassdoor

$ 138K /yr	$ 154K /yr	$ 164K /yr	$ 255K /yr	$ 306K /yr
Product Manager	Sr Product Manager	Group Product Manager	Director of Product	Vice President of Product

Learn AI
and boost your salary 35%

Product Managers are in high demand

Over
75,000+
PM jobs

open now on LinkedIn

↑ ↑ ↑

Accelerate Your Product Career With a Product School Certification

Product Manager Certification (PMC)™
Land your first Product Management job

Artificial Intelligence for Product Certification (AIPC)™
Build successful AI-powered products

Product Leader Certification (PLC)™
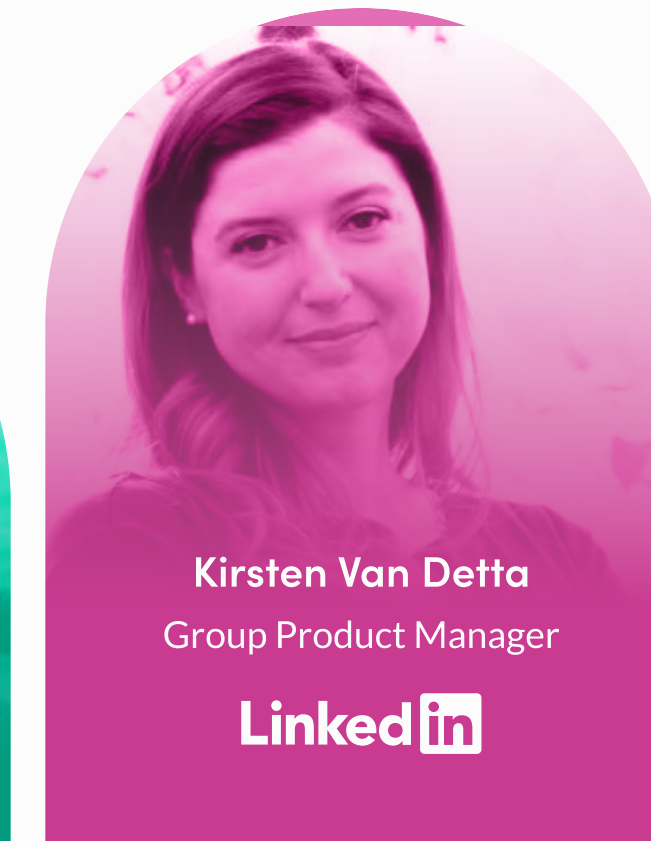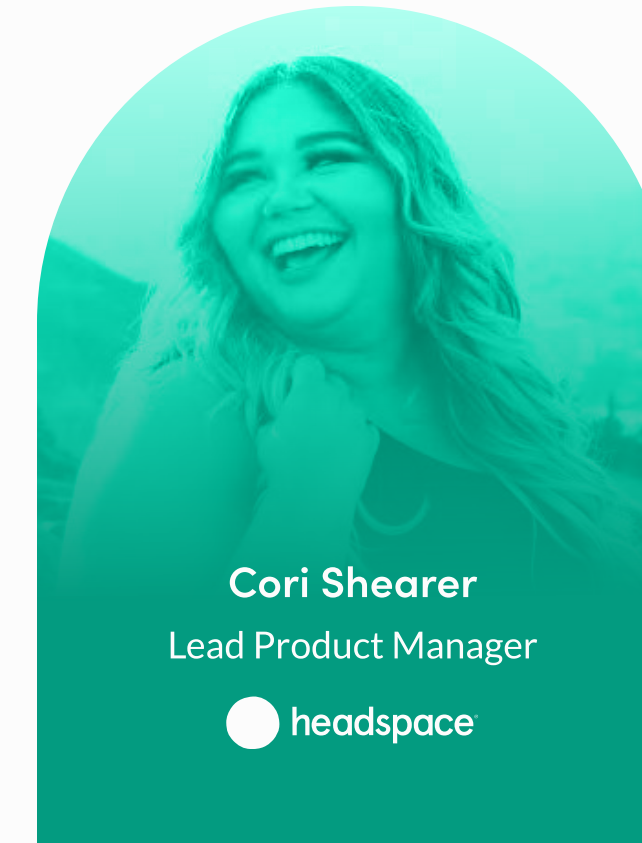Get your next Product Management promotion

Product Marketing Manager Certification (PMMC)™
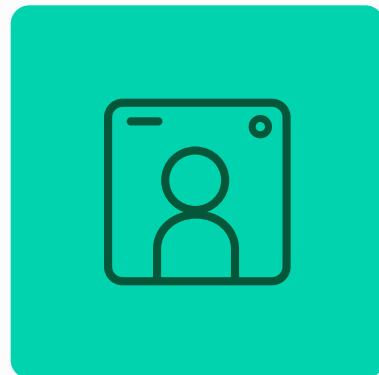Bring your products to market successfully

Learn from the best

All of our instructors are Product Leaders working at top Silicon Valley companies including Google, Meta, Netflix, Airbnb, Uber, and Amazon.

WATCH TESTIMONIAL

Debankur Naskar
Group Product Manager

Cori Shearer
Lead Product Manager
headspace

Kirsten Van Detta
Group Product Manager
Linked in

Michelle Parsons
Product Executive
NETFLIX Spotify

Georgie Mathews
Product Lead
Meta amazon

Suhas Manangi
Group Product Manager
airbnb

Your Experience at Product School

Live, Interactive and 100% Online

Hands-on activities, real-world case studies, and frameworks to stand out in today's competitive market.
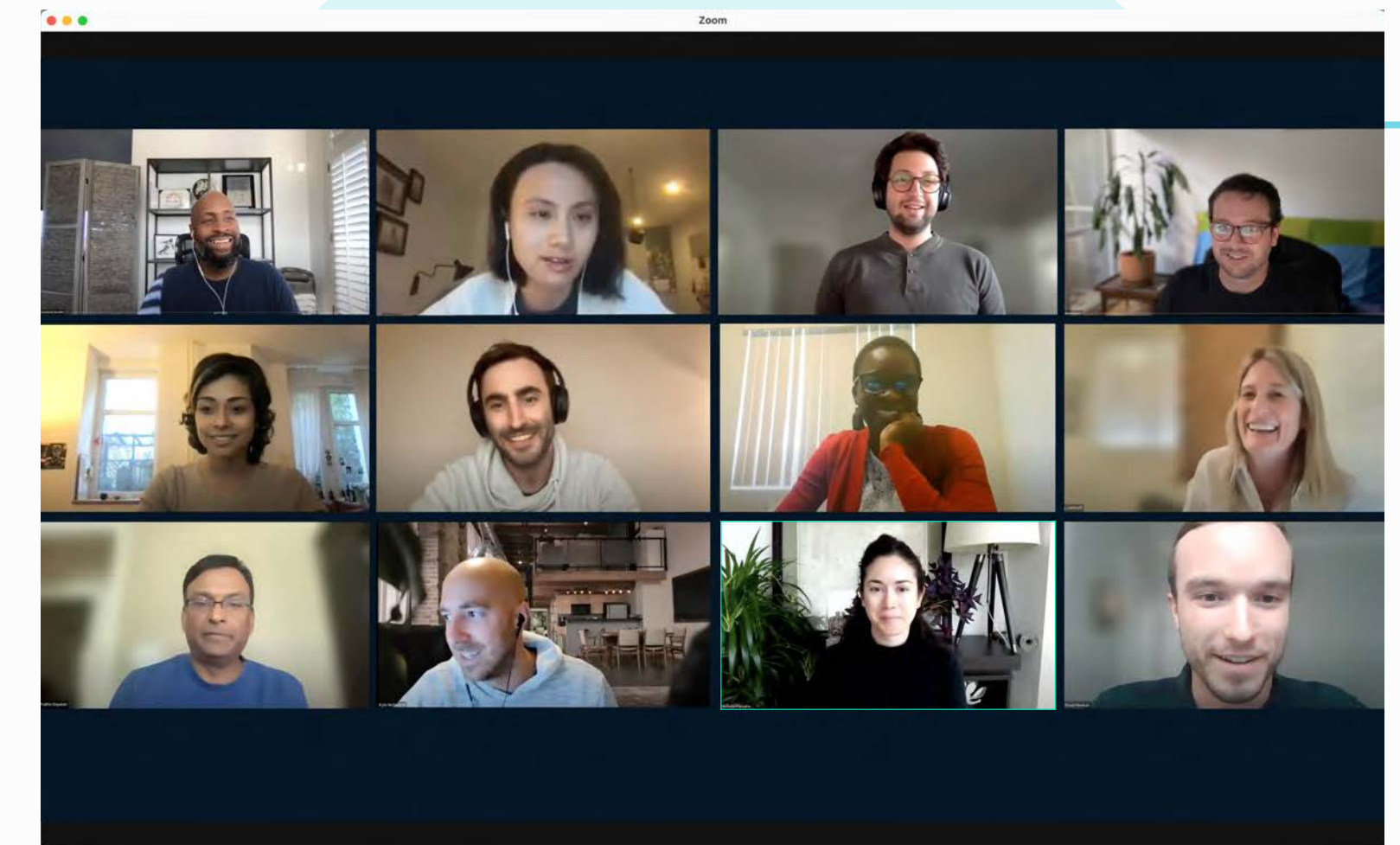
Small class sizes

Intimate number of students, and direct access to your instructor anytime.

Flexible timing to work with your schedule

From 3 to 6 weeks part-time, 5 days accelerated (full-time or weekend options available) with up to 30 hours live content.

How it works

Immersive instructor-led sessions

Our interactive, hands-on curriculum includes practical, live lectures, real-world case studies, and interactive activities that go beyond theory. You'll learn directly from Product Leaders and interact with your instructor in a small class setting.

Build something real for your portfolio

You'll leverage your new skills to create a product from ideation to launch. This isn't just a class project – it's a tangible and compelling portfolio piece that you can share with future employers.

Learn anytime with exclusive content and tools

Our commitment to your success doesn't end with the course. Refresh your skills, with on-demand access to all course materials and real-world PM tools anytime, from anywhere, so you can hit the ground running on day one of your new job.
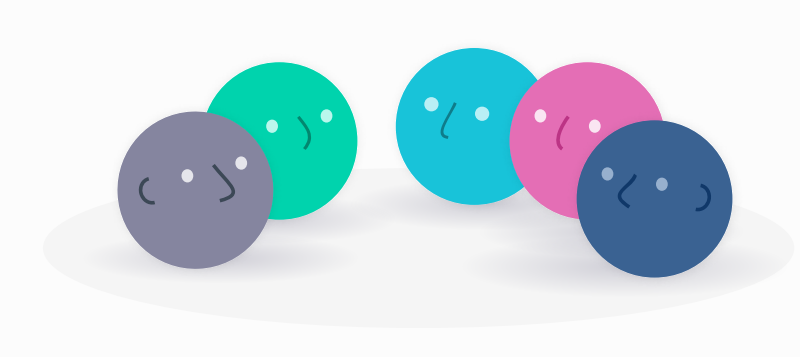
Access a network of successful alumni

Be ready to become part of a thriving community of Product Managers.
You'll gain access to a wealth of industry connections and opportunities, build deep relationships with peers, and learn from their experiences.

The Gold Standard in Product Training

COURSE SYLLABI

Product Manager Certification (PMC)™

Land Your First Product Manager Job – Non-PMs Only

MODULE 1

Course Introductions

Instructor & trainee intros

Introduction to Product Management

PM skills, goals & methodologies

Set Product Objectives

User personas, metrics & use cases.

MODULE 2

Understand Customers & Problems

Competitiveness, primary & secondary activities, customer journey maps

Create an Opportunity Hypothesis

Qualitative & quantitative methods, setting goals

MODULE 3

Validate an Opportunity Hypothesis

Effort vs. user value, A/B testing & customer interviews

Define Product Requirements

PRD, MVP & roadmaps

MODULE 4

Start Building

Design processes, product vs. design & sketching

Develop Your Product I

Development methodologies, engineers & product, design patterns

MODULE 5

Develop Your Product II

MVC, API design & team management

Market Your Product

Channels, messaging & insights

MODULE 6

Get Hired

Retrospectives, public speaking & resume reviewing

Deliver and Present

Capstone project

"This certification covers everything you need to know about Product Management to jumpstart and land your first PM job. It isn't all theory, you get to apply everything you learn to your own project and the instructors provide feedback to help you improve."

Medha Ghatikesh

Product Manager   ∞ Meta

Artificial Intelligence for Product Certification (AIPC)™

Build Successful AI-Powered Products - Current PMs Only

MODULE 1

Create a Winning AI Product Strategy

Identify the strategic opportunities to incorporate generative AI models into your product to drive business outcomes.

MODULE 2

Master Prompt Engineering by Building a Low Code App

Gain hands-on experience with large language models (LLMs) through developing a custom prototype.

MODULE 3

Build a GenAI PRD

Create requirements for an LLM-powered feature and learn how to select and fine-tune a model, and reduce hallucinations using retrieval augmented generation (RAG).

MODULE 4

Design AI-Native User Experiences

Architect system diagrams for AI-native products and learn best practices for designing generative features.

MODULE 5

Evaluate and Optimize Non-Deterministic Products

Discover how to systematically run experiments for AI-generated outputs and the levers to improve product performance.

MODULE 6

Present Your AI Product Strategy and Roadmap

Drive buy-in from executives and hiring managers by defending your capstone project.

*Syllabus subject to change

Product Leader Certification (PLC)™

Upskill And Get Your Next Promotion - Current PMs Only

MODULE 1

Course Introductions

Instructor & trainee intros

Craft Your Advanced Product Strategy

Product vision, winning product strategy

Translate Your Product Strategy Into Action

Prioritization, planning, aligning strategy

MODULE 2

Orchestrate Your Product Portfolio

Portfolio management & optimization

Build and Sustain a High-Performing Team

Evaluate & develop a team, find and hire talent, master difficult conversations

MODULE 3

Communication, Documentation & Storytelling to Influence

Telling a product story, pitch to different audiences

Build a Strong Culture for Your Product Team

Empower team, product culture, product principles

MODULE 4

Ship for Outcomes

Manage process, coach team, decide to build vs buy

Lead Effective Meetings

Run high stakes meetings, manage product meeting ideation, manage trade-offs

MODULE 5

Master Product Financials

Pricing, unit economics, financial modeling, insights from models

Advanced Product Analytics & Experimentation

Qualitative & quantitative analysis, communicating insights

MODULE 6

Set Yourself Up For a Promotion

Position yourself for success

Capstone Project

Product presentations

"This Certification was crucial to my promotion at Microsoft."

Nikhil Atkuri

Senior Product Manager ⊞ Microsoft

Product Marketing Manager Certification (PMMC)™

Bring Your Products To Market Successfully

MODULE 1

Build a Successful Go-To-Market (GTM) Strategy

Design a step-by-step plan to bring a product to market for the right audience, at the right time.

MODULE 2

Leverage Insights and Competitive Intelligence to Enable GTM Teams

Enable marketing to drive more demand, sales to win more deals and customer success to retain more customers.

MODULE 3

Master Product Positioning

Make your product stand out in the right market category by ensuring that your audience loves your unique value proposition.

MODULE 4

Deliver Messaging that Captivates Customers

Break down your value proposition into key statements, and adjust your communication across different channels.

MODULE 5

Pricing and Packaging to Increase Revenue

Pick the right pricing model for your product and package your offerings to maximize customer lifetime value (LTV).

MODULE 6

Present Your GTM Strategy

Get actionable feedback and buy-in from your executives by effectively presenting your capstone project.

"This course not only provided a comprehensive foundation in product marketing but also hands-on examples and case studies that helped me build the confidence to apply the skill sets in real life."

Suji Yeon

Senior Campaign Marketing Manager | Adobe

Our Industry Recognized Certifications

Alumni - Where Are They Now?

Richard Jang
Senior Product Manager
CISCO

Deepti Tadala
Senior Product Manager
PayPal

Thomas Rand-Nash
Senior Product Manager
Google

Tristan Pennicott
Senior Product Manager
amazon

Arushi Tayal
Senior Product Manager
GRUBHUB

Paulina Mwangi
Senior Director of Product
salesforce

Medha Ghatikesh
Product Manager
∞ Meta

Shilpi Verma
Product Lead
Google

Nikhil Atkuri
Senior Product Manager
Microsoft

WATCH TESTIMONIALS

Many Different Backgrounds. One Passionate Community.

You're about to join a diverse group of top Product professionals. Product School alumni are currently building products used by millions at some of the biggest firms and most innovative startups in the world. Whatever your goals, whatever your background, you'll find friends, colleagues and maybe even future employers in your new alumni family!
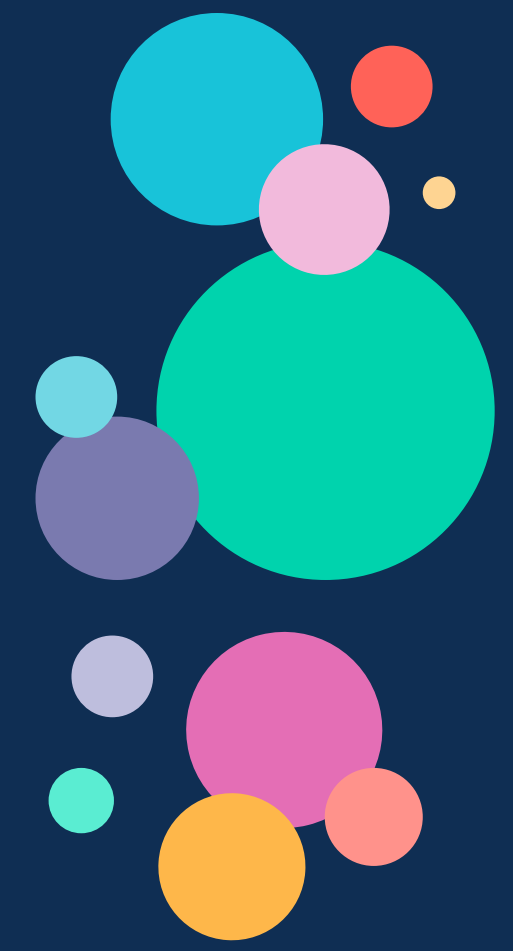
NATIONALITIES

59.9% **North America**

22.9% **Europe, the Middle East & Africa**

14.9% **Asia Pacific**

2.3% **South America**
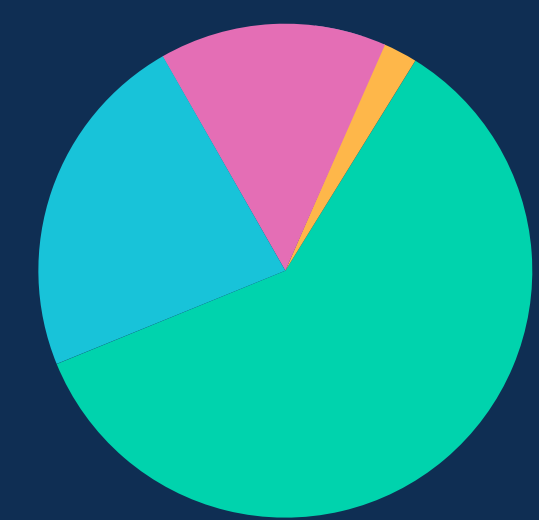
MOST POPULAR BACKGROUNDS

■ **Product Management**

■ **Software Engineering**

■ **Project Management / Business Analysis**

■ **Consulting / Strategy / Operations**

■ **Marketing**

■ **Data Analysis**

■ **Sales**

■ **Support / Quality Assurance**

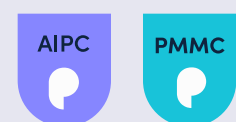■ **Design**

■ **Founder**

■ **Hardware Engineering**

Tuition

We make payment easy with flexible installment plans

One Certification

$2,999*

Choose from AIPC or PMMC

Live online training: 3 weeks (part-time)

Learn best practices, prompts, and more

Private student discussion forum

2 year on-demand access to course content

15 hours of live instruction time

$4,999*

Choose from PMC or PLC

Live online training: 6 weeks (part-time) or 1 week (intensive)

Free access to PM tools

Private student discussion forum

2 year on-demand access to course content

30 hours of live instruction time

6 hours of on-demand content

Two Certifications Bundle

$7,999*

~~$11,118~~

Accelerate you career faster and save 20%

3 months of live online training

Free access to PM tools

Private student discussion forum

2 year on-demand access to course content

1-year access to all ProductCon conferences

Three Certifications Bundle

$9,999*

~~$16,677~~

Dive into the world of Product Management and Product Marketing

Set your career up for success and save over 25%

4.5 months of live online training

Free access to PM tools

Private student discussion forum

2 year on-demand access to course content

1-year access to all ProductCon conferences

*Upfront tuition price

**AIPC is not eligible in bundles

Frequently Asked Questions

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What does a Certification from Product School mean?

Product School certifications are the gold standard in Product Management and are recognized across the industry. Since 2014, Product School has been at the cutting edge of Product Management education. We've certified over 15,000 Product Managers from around the world, so we know exactly what it takes to succeed in this highly competitive and ever changing industry. Hiring managers recognize that our alumni have been trained by the very best.

What's the schedule and duration of the course?

Select from our flexible options: opt for our 3-week or 6-week part-time courses, held on weeknights or weekends, featuring 15 to 30 hours of engaging live online sessions. Alternatively, accelerate your learning with our intensive 5-day full-time course, providing a total of 30 hours of training.

Are the certifications taught in-person or online?

All of Product School's courses are delivered live online. You'll be able to stream lectures in real-time, interact with your instructor, and collaborate with your peers from anywhere in the world, all from the comfort of your own home. We offer cohorts at various times to accommodate students from different time zones and locations around the world.

What are the classes like?

Our sessions are hands-on, immersive, and practical from the very first day. You'll be using state-of-the-art PM tools, taking part in group exercises, discussing case studies, creating content to add directly to your portfolio, strengthening your resume , and practicing mock interviews. By the end of the sessions, you'll have deeper knowledge and skills in Product Management to help you land your first product job or get your next promotion.

Is my professional background a good fit for Product School?

Yes! Our certification programs are designed to cater to individuals from diverse professional backgrounds and career aspirations. The Product Manager Certification (PMC)™ is for people from any professional background who have not yet worked in a PM role—you don't have to be a coder or have a specific background! The Product Leader Certification (PLC)™ is specifically designed for product managers looking to advance in their careers and level up their product strategy skills to drive greater impact. The Product Marketing Manager Certification (PMMC)™ is for current Product Managers who want to bring products to market successfully. The Artificial Intelligence for Product Certification (AIPC)™ is for current Product Managers who want to learn how to properly manage AI-based products.

How do I get started?

If you already know what certification you want to take and you're ready to get started – enroll now! Or, if you have some questions and would like to chat with us, schedule your free career consultation at a time that suits you.

Take the next step in your career and get certified with Product School

ENROLL NOW

SCHEDULE A CALL