

Product School Certifications

The Global Leader in Product Training

2014

Founding year

2 Million +

Member Community

**3 Annual
conferences**

— San Francisco
— New York
— London

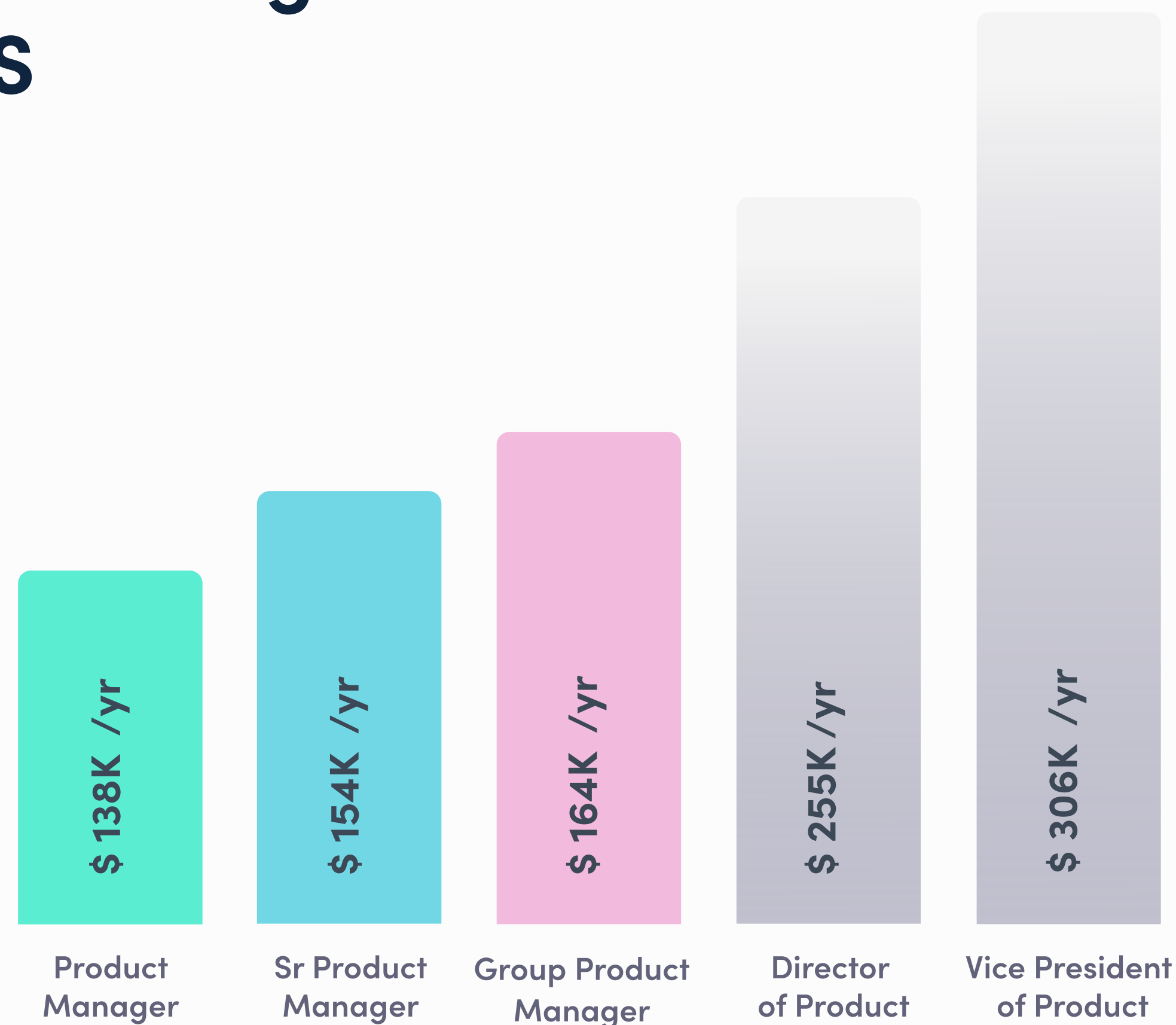


Product School is my go-to place for finding product talent and upskilling my product team. Their trainings are engaging, supplemented by modern frameworks, tools. Product School has the strongest community in product.

Ajay Arora

Product Leader ex-Netflix, Amazon

Average Product Manager salaries in the US



Source: Glassdoor

Product Managers
are in high demand



Accelerate Your Product Career With A Product School Certification



Product Manager Certification™

Land Your First Product Management job



Product Leader Certification™

Get Your Next Product Management Promotion



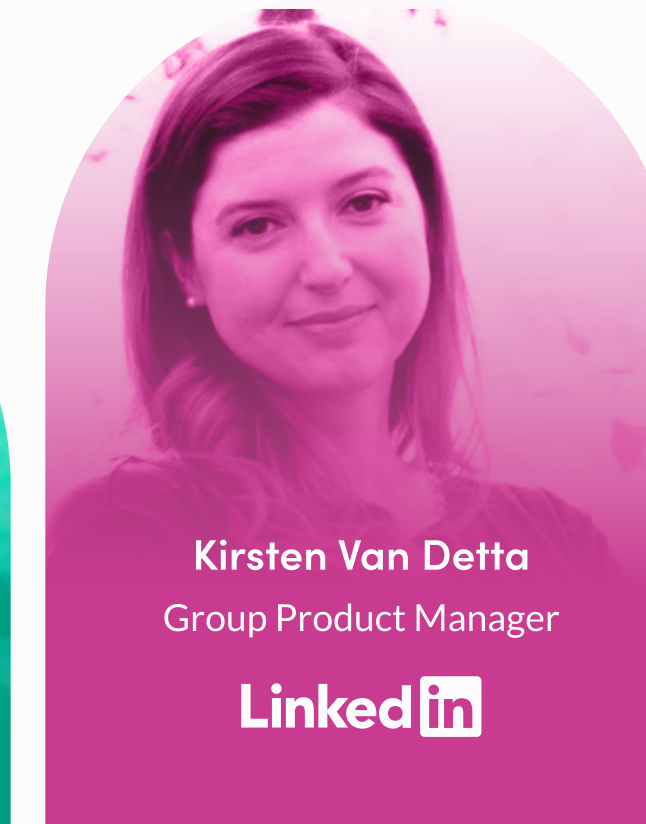
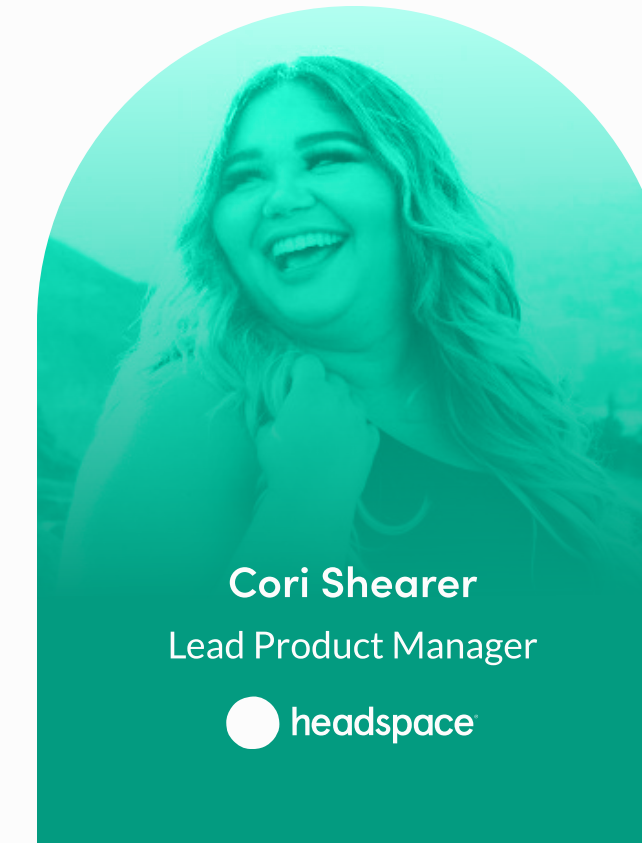
Product Marketing Manager Certification™

Land Your First Product Marketing job

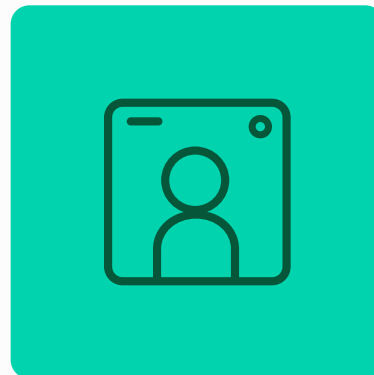
Learn from the best

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

[WATCH TESTIMONIAL](#)



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.



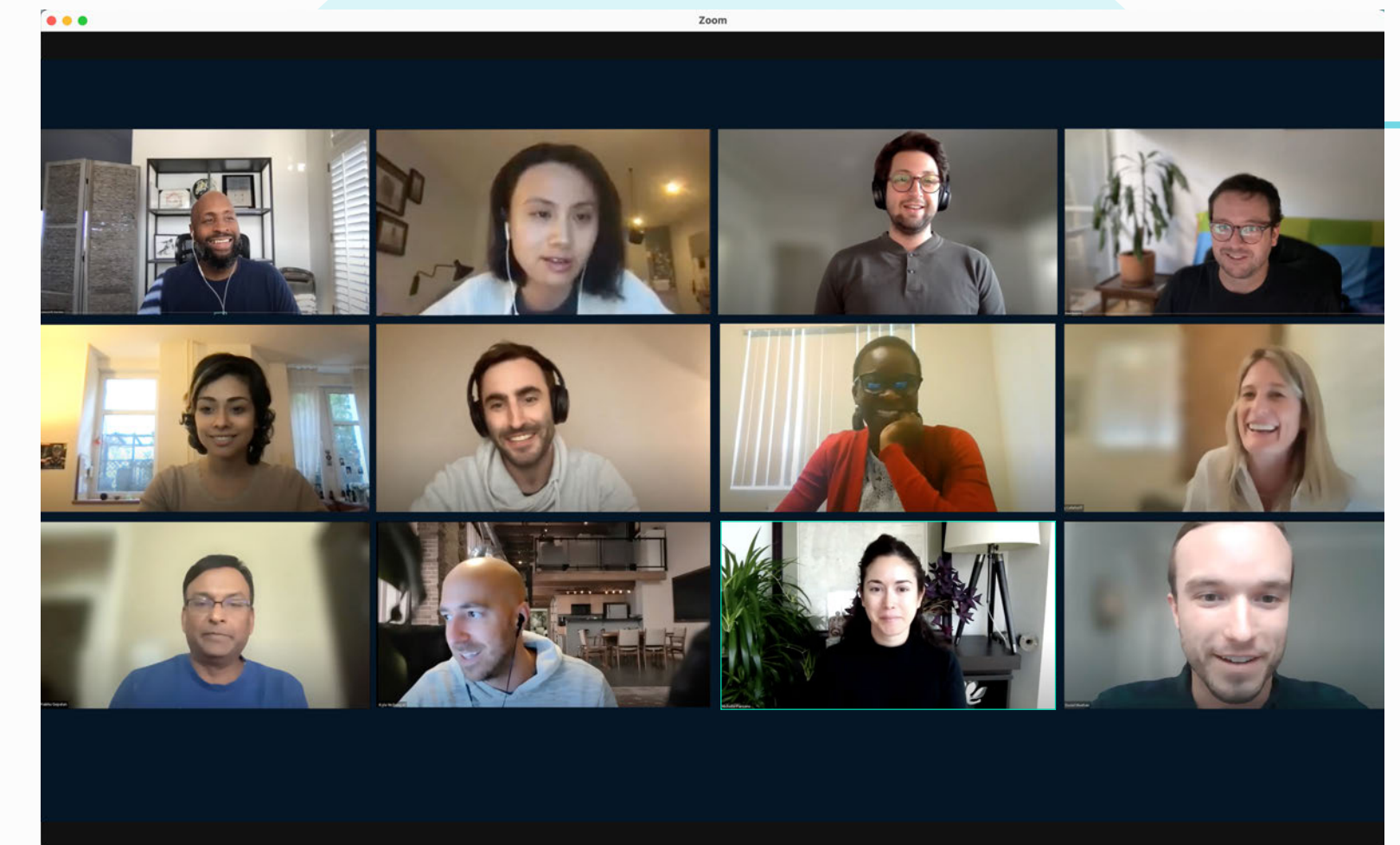
Small class sizes

Average of 20 students, and direct access to your instructor anytime.



Flexible timing to work with your schedule

6 weeks part time, 5 days accelerated (full time or weekend options available) with 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.



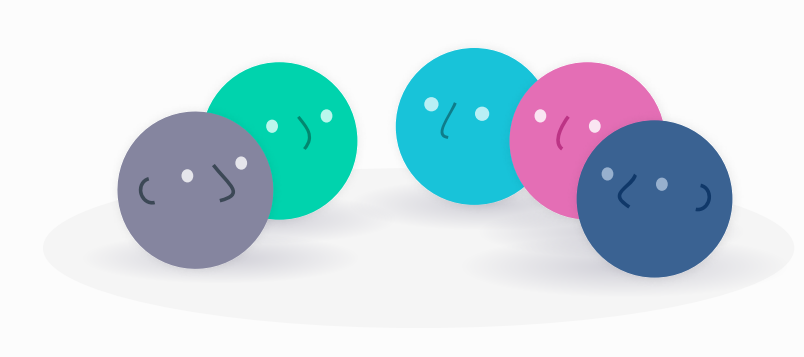
Build something real for your portfolio

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™

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**





Product Leader Certification™

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





Product Marketing Manager Certification™

Land Your First Product Marketing Manager Job

MODULE 1

What Product Marketers Do

Defining PMM, the PMM Spectrum, & Spotting opportunities for impact

Using Research to Inform Strategy

Informing product & marketing approaches with data & research.

MODULE 2

How to Position Like a Pro

Putting products in context & defining the personas they're for.

Choosing Metrics to Demonstrate Impact

Making your campaigns, your products, & yourself look good

MODULE 3

Messaging Techniques that Captivate Customers

Communicating product value effectively across all channels.

Validating Products Before Launch

Working with Product to define MVPs, run Beta programs & A/B tests.

MODULE 4

Collaborating with Revenue Teams

Enablement, Competitive intelligence, & more.

Launching Products Users Love

Building awareness & engagement through impactful Go-To-Markets

MODULE 5

Pricing & Packaging

Gain experience with specialized skills to differentiate yourself as a PMM.

Driving Product Adoption

Optimizing your product for long-term growth

MODULE 6

Get Your First Product Marketing Job

Reflecting on your value, revising your resume, & more hiring tips.

Launch Yourself as a PMM

Present your final project, get feedback, & maximize your chances of landing a PMM job.

Our Industry Recognized Certifications



Alumni - Where Are They Now?



Richard Jang

Senior Product Manager



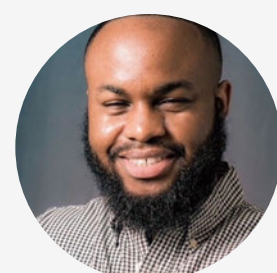
Deepti Tadala

Senior Product Manager



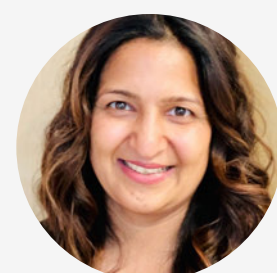
Thomas Rand-Nash

Senior Product Manager



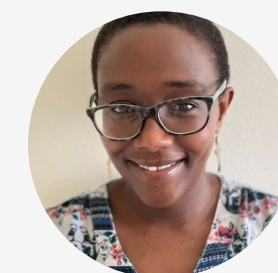
Tristan Pennicott

Senior Product Manager



Arushi Tayal

Senior Product Manager



Paulina Mwangi

Senior Director of Product



Medha Ghatikesh

Product Manager



Shilpi Verma

Product Lead



Nikhil Atkuri

Senior Product Manager



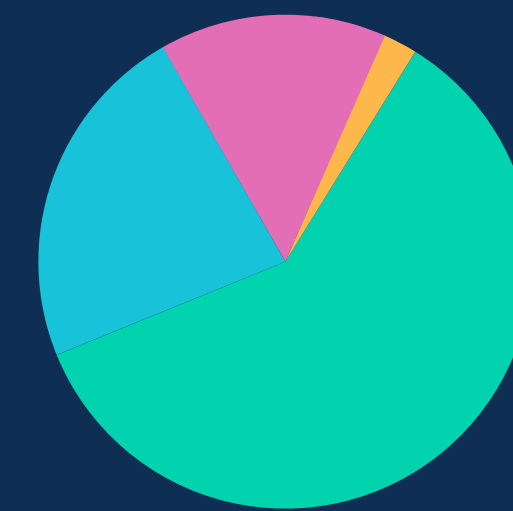
[WATCH TESTIMONIALS](#)

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!

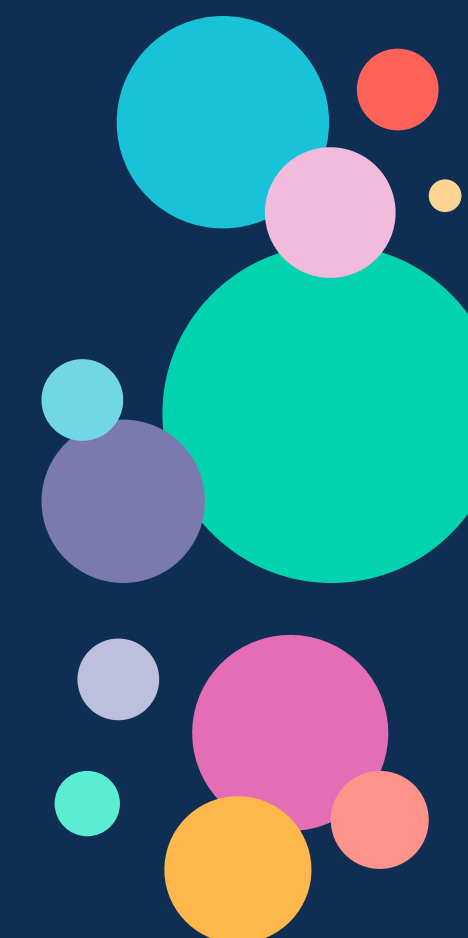
NATIONALITIES

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



\$4,499*

Choose from PMC, PMMC 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



\$7,499*

~~\$9,598~~

Accelerate your 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*

~~\$13,497~~

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

Frequently Asked Questions



Frequently Asked Questions

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?

Choose from our: 2-month, part-time course on weeknights or weekends, or fast-track your education with an intensive, 5-day, full-time course, for 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.

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

productschool.com