

Course Catalog

Published: February 24th, 2026

This catalog is effective from February 24th, 2026 through December 31, 2026. All information contained herein applies to courses and policies in effect during this period.

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.

At the forefront of AI-driven transformation, Product School empowers over two million professionals and leading organizations with world-class Product training. Our mission: build AI-native product teams ready to innovate and lead.

We deliver live, small-cohort certifications and coaching led by elite Silicon Valley product leaders. Every program is AI-first, hands-on, and designed to embed lasting skills—equipping teams to move beyond theory and apply AI directly to their workflows. Individuals accelerate their careers while organizations gain measurable results in adoption, experimentation velocity, and product impact.

Trusted by Fortune 500 companies, Product School combines 12+ years of expertise, a proven track record of ROI, and a global community to help organizations modernize, fuel growth, and stay competitive in an AI-first world.

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

Not all courses are offered at all times. Students should confirm current course availability through the Product School website or by contacting the Admissions team before enrollment at admissions@productschool.com.

- Product Management Certification
- Product Leader Certification
- Product Leadership Certification
- AI Product Management Certification
- Product Marketing Manager Certification
- Go-to-Market Certification
- Product Growth Certification
- Product Experimentation Certification
- Vibe Coding Certification
- AI Evals Certification
- Advanced AI Agents Certification
- AI Product Strategy Certification

Course Objectives

Product Management Certification

At the completion of this course, students will:

- Understand foundational PM frameworks, modern tools, and processes including research, experimentation, and requirement definition.
- Master the end-to-end product lifecycle required to launch a digital product in the modern landscape.
- Understand how to lead and work effectively with cross-functional teams in the modern product environment.

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 Leadership Certification

At the completion of this course, students will:

- Define and execute a clear product vision and strategy aligned with business goals.
- Lead and inspire cross-functional teams to deliver impactful outcomes.
- Apply AI-driven insights to improve decision-making and product performance.
- Drive innovation by integrating AI tools and frameworks into product development processes.

AI Product Management Certification

At the completion of this course, students will:

- Master the fundamental AI concepts, terminology, and trade-offs required to lead technical product discussions with confidence.
- Define the unique requirements for AI products using a specialized PRD and design trustworthy, AI-native user experiences.
- Apply hands-on skills to build AI-powered solutions, from rapid prototypes to MVP agents.
- Implement effective evaluation frameworks (evals) to measure and validate the performance of non-deterministic AI systems.

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.

Go-to-Market Certification

At the completion of this course, students will:

- Build AI-driven go-to-market strategies for positioning and distribution.
- Leverage AI for customer insights, market research, and competitive analysis.
- Apply AI to pricing and packaging strategies.
- Execute campaigns that accelerate adoption and revenue growth.

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 Experiment Certification

At the completion of this course, students will:

- Design and run advanced experimentation methods beyond A/B testing.
- Use AI to identify high-leverage growth opportunities.
- Apply AI to improve user retention, onboarding, and engagement.
- Scale experimentation velocity to accelerate learning and revenue impact.

Vibe Coding Certification

At the completion of this course, students will:

- Master the "Build-Show-Learn-Decide" cycle to navigate high-ambiguity product challenges and generate functional evidence in a single session.
- Architect precision prototypes using context engineering, utilizing constraint injection and structural logic to move beyond simple prompts to deterministic AI outputs.
- Apply the confidence line framework to map assumptions and justify fidelity selection, ensuring they solve the right problem before opening their toolkit.
- Replace static PRDs with "The Living Spec," a workflow that converts iterative natural-language builds into technical production specifications for seamless engineering handoffs.
- Power complex full-stack logic by connecting prototypes to live databases and secure APIs (Auth, Supabase) to validate real-world edge cases.
- Ship live products with tactical authority, deploying from localhost to a live URL to eliminate stakeholder ambiguity and lead with high-integrity product narratives.

AI Evals Certification

At the completion of this course, students will:

- Understand why evals are mission-critical to deploying reliable, non-deterministic AI systems.
- Design, run, and interpret first evals across correctness, safety, robustness, and alignment dimensions.
- Embed evals into the product requirements and launch checklists, to make evaluation a core PM deliverable.
- Apply advanced eval methods for high-stakes enterprise scenarios.

- Balance human judgment with LLM-as-a-judge frameworks while managing trade-offs between speed and rigor.
- Operationalize continuous calibration, dashboards, and governance processes to scale AI products responsibly.

Advanced AI Agents Certification

At the completion of this course, students will:

- Design and deploy agent workflows that reason, collaborate, and automate complex processes.
- Apply agentic design patterns (prompt chaining, routing, reflection, planning, tool use, memory) in real-world product contexts.
- Integrate leading agent frameworks into enterprise-ready products.
- Debug, evaluate, and de-risk agent behavior using advanced eval pipelines for hallucinations, tool misuse, and reasoning errors.
- Architect AI-native user experiences that differentiate products by embedding agentic intelligence.

AI Product Strategy Certification

At the completion of this course, students will:

- Define and communicate AI-first product strategies that balance innovation, risk, and scale.
- Make strategic trade-offs around build vs. buy, safety vs. speed, and experimentation vs. governance.
- Guide organizations through AI-driven business model shifts, pricing strategies, and portfolio bets.
- Lead AI-native teams and org cultures, empowering cross-functional execution at scale.
- Influence executives and boards using AI-backed narratives, foresight, and scenario planning.
- Ensure enterprise resilience by embedding responsible AI practices and long-term adoption framework.

Product School does not represent that the educational objectives of the *Product Management Certification*, *AI Product Management Certification*, *Vibe Coding Certification*, *AI Product Strategy Certification*, *AI Evals Certification*, *Advanced AI Agents Certification*, *Go-to-Market Certification*, *Product Experimentation Certification*, *Product Marketing Manager Certification*, *Product Leadership Certification*, or *Product Growth Certification* programs lead to employment or a career, or that they provide students with the skills and knowledge necessary to meet the qualifications for licensure in any specific 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. All classes are taught via distance education. Coursework is completed at a location determined by the student.

Minimum Equipment

Students are required to provide their own computer equipment and maintain the technical infrastructure necessary to participate in the program. All training sessions are delivered live via Zoom or an equivalent virtual platform. To ensure a successful learning experience, students must have a standard computer equipped with stable high-speed internet access, a functional web camera, and a microphone. The student's system must run an operating system and the latest stable version of a supported web browser (e.g., Chrome, Firefox, or Edge) capable of functioning adequately with the Product School Service. While the browser version of the Learning Management System (LMS) supports

Apple iPads of all sizes and Android tablets with an 8” screen or larger. Furthermore, students must maintain access to the LMS, participant portals, and designated real-time communication and collaboration platforms.

Students are responsible for ensuring they have the necessary installation rights for any additional software or third-party tools required by the curriculum, many of which are available for free on the internet. Specific software requirements will be provided prior to the first class session or as the program progresses.

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.

Academic Policies

Hours

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

Hours of Operation

Class Hours

Monday – Friday 8:00 am – 8:00 pm PST

Saturday 7:00 am – 2:00 pm PST

Administrative Office Hours

Wednesday to Thursday 8:00 PM – 12:00 PM PST

Any exceptions to these hours will be announced in advance and published on our website.

Course Scheduling and Enrollment Policy

To ensure academic success and maximize the value of the education provided, the following scheduling policies apply to all students, enrollment types, and programs:

1. Sequential Enrollment (One Live Cohort Policy) - Students may only be enrolled in one (1) live cohort at any given time. As an academic best practice to benefit the student’s overall learning experience, enrollment in multiple

overlapping cohorts is strictly prohibited to ensure students can fully commit to the required attendance and coursework hours. Students must complete their currently enrolled cohort or formally withdraw before participating in a subsequent cohort.

2. Advance Booking - Students are permitted to schedule future cohorts in advance, provided the dates do not overlap with any currently scheduled courses. However, to secure a seat in a future cohort, the Enrollment Agreement for the current cohort must be signed. The system will restrict further booking capabilities until the pending Enrollment Agreement is executed.

3. Membership Expiration and Course Completion - All scheduled courses and membership benefits must be completed or attended within the Student's active Membership term. Membership benefits include one (1) ProductCon ticket per member, per membership period. Students are responsible for selecting cohort start dates and event dates that occur before their membership expiration date. Course completion dates and event attendance dates must fall within the active membership term unless the Student formally renews their membership for an additional term.

Product School reserves the right to cancel or revoke any course registration or event ticket that is scheduled to occur after the membership expiration date.

- **Course Example:** If a student's membership expires on December 31, 2026, they may not enroll in a cohort that ends in January 2027.
- **Event Example:** If a student wishes to attend ProductCon on May 28, but their membership expires on April 30, they will be ineligible to redeem their product ticket unless the membership is renewed for the period covering the event date.

4. No Retake Policy - Membership course credits may only be used to enroll in certification courses that the student has not previously completed or attempted. Students are not permitted to use membership credits to retake a certification course that has already been completed or attempted.

- **Example:** A student who has already completed or attempted the Product Manager Certification (PMC) cannot use their membership to enroll in the PMC a second time. Membership benefits are intended to facilitate progress through the curriculum rather than repeating the same material.

5. Termination of Access Upon Expiration - Upon expiration of a student's membership or program term, access to Product School services and academic benefits will be automatically terminated unless the membership or program is renewed. This includes, but is not limited to, access to course content and materials, learning platforms, community spaces, scheduled classes, and any future cohort enrollments scheduled after the expiration date.

Any enrollments in cohorts that begin after the expiration date will be automatically canceled unless the student renews their membership or program access.

Course Descriptions and Objectives

Product Management Certification

It is a 3-week part-time course designed for early-career product professionals who want to master the fundamentals of product management. Students will learn to leverage modern tools and frameworks to accelerate research, prioritization, and execution.

This program consists of 12 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)	12 clock hours	Live Instruction	3 weeks

At the completion of this course, students will:

- Understand foundational PM frameworks, modern tools, and processes including research, experimentation, and requirement definition.
- Master the end-to-end product lifecycle required to launch a digital product in the modern landscape.
- Understand how to lead and work effectively with cross-functional teams in the modern product environment.

Student Assessment

Students will be assessed based on attendance and successful completion of a final project. Final grade: PASS/FAIL.

Course Completion Requirements

Completion requires attending at least 80% of total course hours, completing all activities, final project, final survey, and receiving a PASS grade. Students with outstanding balances are ineligible for course completion.

Product Leader Certification

Product School’s Product Leader 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 designed for professionals who already have product management experience and want to take their career to the next level. Through hands-on work, practical exercises, and case studies, they’ll dive deeper into how to implement PM best practices at the strategic level to impact their 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 Leadership Certification

Product School’s Product Leadership Certification is a 3-week part-time program for experienced Product Managers ready to evolve into visionary leaders who drive strategy, innovation, and visionary growth. This advanced certification is designed for professionals who already have product management experience and want to expand their influence across the organization. Through hands-on work, real-world case studies, and guided exercises, students learn how to lead cross-functional teams, leverage AI to make smarter decisions, and align product strategy with business outcomes at scale.

This program consists of 12 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)	12 clock hours	Live Instruction	3 weeks

At the completion of this course, students will:

- Develop the strategic insight required to influence product strategy using modern, data-driven analysis.
- Coach and evaluate high-performing teams using data and emerging technologies.
- Analyze and make strategic decisions informed by product financials and AI-enabled analytics.
- Leverage modern tools and frameworks to enhance innovation, forecasting, and portfolio management.

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. Students will learn how to bring their products to market successfully by crafting their 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 their 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.

Go-to-Market Certification

Product School’s Go-to-Market Certification is a 3-week part-time course for Product professionals looking to learn how to bring their products to market successfully by crafting their own Go-to-Market strategy.

This program consists of 12 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)	12 clock hours	Live Instruction	3 weeks

At the completion of this course, students will:

- Build AI-driven go-to-market strategies for positioning and distribution.
- Leverage AI for customer insights, market research, and competitive analysis.
- Apply AI to pricing and packaging strategies.
- Execute campaigns that accelerate adoption and revenue growth.

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.

AI Product Management Certification

It is a 3-week part-time program for product professionals who want to learn how to help leverage AI for product management frameworks, generate new ideas, and build AI-powered products.

This program consists of 12 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)	12 clock hours	Live Instruction	3 weeks

At the completion of this course, students will:

- Bridge the gap between product management and AI technologies.
- Leverage AI-driven insights for smarter decision-making.
- Collaborate effectively with cross-functional AI teams.
- Navigate the evolving AI product landscape.

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. Students will 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
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Synchronous (Part-Time)	15 clock hours	Live Instruction	3 weeks
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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.

Product Experiment Certification

Product School’s Product Experiment Certification is a 3-week part-time program for Product professionals looking to learn how to leverage product experimentation frameworks to uncover growth opportunities and accelerate revenue.

This program consists of 12 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)	12 clock hours	Live Instruction	3 weeks

At the completion of this course, students will:

- Design and run advanced experimentation methods beyond A/B testing.
- Use AI to identify high-leverage growth opportunities.
- Apply AI to improve user retention, onboarding, and engagement.
- Scale experimentation velocity to accelerate learning and revenue impact.

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.

Vibe Coding Certification

The Vibe Coding Certification is a 3-week part-time course designed for senior product professionals who want to transition from spec-writing to AI-native execution. Students will master context engineering and rapid orchestration to build, deploy, and ship functional AI prototypes that eliminate ambiguity and drive evidence-based product decisions.

This program consists of 12 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)	12 clock hours	Live Instruction	3 weeks

At the completion of this course, students will:

- Master the "Build-Show-Learn-Decide" cycle to navigate high-ambiguity product challenges and generate functional evidence in a single session.
- Architect precision prototypes using context engineering, utilizing constraint injection and structural logic to move beyond simple prompts to deterministic AI outputs.
- Apply the confidence line framework to map assumptions and justify fidelity selection, ensuring you solve the right problem before technical implementation.
- Replace static PRDs with "The Living Spec," a workflow that converts iterative natural-language builds into technical production specifications for seamless engineering handoffs.
- Power complex full-stack logic by connecting prototypes to live databases and secure APIs to validate real-world edge cases.
- Ship live products with tactical authority, deploying from localhost to a live URL to eliminate stakeholder ambiguity and lead with high-integrity product narratives.

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.

AI Evals Certification

The AI Evals Certification is a 3-week part-time for senior Product professionals and teams seeking to design evaluation pipelines for non-deterministic AI systems. Students will gain expertise in measuring AI model performance, conducting systematic error analysis, and ensuring reliable deployment of AI-powered products.

This program consists of 12 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)	12 clock hours	Live Instruction	3 weeks

At the completion of this course, students will:

- Understand why evals are mission-critical to deploying reliable, non-deterministic AI systems.
- Design, run, and interpret first evals across correctness, safety, robustness, and alignment dimensions.
- Embed evals into the product requirements and launch checklists, to make evaluation a core PM deliverable.
- Apply advanced eval methods for high-stakes enterprise scenarios.
- Balance human judgment with LLM-as-a-judge frameworks while managing trade-offs between speed and rigor.

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.

Advanced AI Agents Certification

The Advanced AI Agents Certification is a 3-week part-time course designed for senior Product professionals and leaders who want to orchestrate intelligent multi-agent AI systems. Students will learn how to design agent-based workflows that reason, collaborate, and autonomously execute tasks to optimize complex product processes.

This program consists of 12 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)	12 clock hours	Live Instruction	3 weeks

At the completion of this course, students will:

- Design and deploy agent workflows that reason, collaborate, and automate complex processes.
- Apply agentic design patterns (prompt chaining, routing, reflection, planning, tool use, memory) in real-world product contexts.
- Integrate leading agent frameworks into enterprise-ready products.
- Debug, evaluate, and de-risk agent behavior using advanced eval pipelines for hallucinations, tool misuse, and reasoning errors.

- Architect AI-native user experiences that differentiate products by embedding agentic intelligence.

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.

AI Product Strategy Certification

It is a 3-week part-time course program for senior, experienced Product Managers looking to advance into a more strategic leadership role and build their skills with confidence. and direction. Through hands-on work, practical exercises, and case studies, students will dive deeper into how to implement PM best practices at the strategic level to impact their company’s portfolio and outcomes significantly.

This program consists of 12 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)	12 clock hours	Live Instruction	3 weeks

At the completion of this course, students will:

- Define and communicate AI-first product strategies that balance innovation, risk, and scale.
- Make strategic trade-offs around build vs. buy, safety vs. speed, and experimentation vs. governance.
- Guide organizations through AI-driven business model shifts, pricing strategies, and portfolio bets.

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 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 Management Certification	Prospective students are not required to have prior experience in Product Management or meet any course prerequisites. However, a completed college degree (or equivalent) is required.
Product Leader Certification	<p>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.</p> <p>Prospective student is seeking a promotion in their product management career, including becoming a people leader.</p>
Product Leadership Certification	<p>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.</p> <p>Prospective student is seeking a promotion in their product management career, including becoming a people leader.</p>
AI Product Management Certification	Prospective student is currently employed in the field of product management, preferably with at least 1 year of experience in a PM role. No prior AI experience or knowledge is required as foundational concepts will be covered in depth. Titles include: Associate Product Manager, Product Manager, Senior Product Manager, or similar.
Product Marketing Manager Certification	<p>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.</p> <p>Prospective student is seeking to expand their expertise in product marketing. This course is not designed to lead to employment.</p>
Go-to-Market Certification	Prospective student is currently employed in the field of product management, preferable with at least 1 year of experience in a PM role, and with strong foundational Product Management knowledge. Prior completion of the Product Management Certification is strongly recommended. Titles include: Product Manager, Senior Product Manager, Group Product Manager, or similar.
Product Growth Certification	<p>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.</p> <p>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.</p>
Product Experimentation Certification	Prospective student is currently employed in the field of product management, preferable with at least 1 year of experience in a PM role, and with strong foundational Product Management knowledge. Prior completion of the Product Management Certification is strongly recommended. Titles include: Product Manager, Senior Product Manager, Group Product Manager, or similar.
Vibe Coding Certification	Prospective student is currently employed in the field of product management, preferable with at least 1 year of experience in a PM role, and with strong, foundational AI knowledge. Prior completion of the AI Product Management Certification is strongly recommended. Titles include: Product Manager, Senior Product Manager, Group Product Manager, or similar.

AI Evals Certification	Prospective student is currently employed in the field of product management, preferable with at least 1 year of experience in a PM role, and with strong, foundational AI knowledge. Prior completion of the AI Product Management Certification and Vibe Coding is strongly recommended. Titles include: Product Manager, Senior Product Manager, Group Product Manager, or similar.
Advanced AI Agents Certification	Prospective student is currently employed in the field of product management, preferable with at least 1 year of experience in a PM role, and with foundational AI knowledge. Prior completion of the AI Product Management Certification, Vibe Coding, and AI Evals, is strongly recommended. Titles include: Product Manager, Senior Product Manager, Group Product Manager, or similar.
AI Product Strategy Certification	Prospective student is currently employed in the field of product management, with significant product leadership experience in managing PMs or a major product line, and a foundational knowledge of AI. Admission is by application only. Titles include: Group Product Manager, Director of Product, VP of Product, CPO.

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, 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 in roles such as Product Management, Marketing, Strategy, or other related professional roles.

Make-up Class Policy

Product School understands that students may occasionally need to miss a class. Please note that the make-up policy is separate from the attendance requirement. Students may miss one class and still meet the attendance requirement. However, if a student misses more than one class, up to a maximum of two, they are required to make up the session by watching the pre-recorded class and submitting a brief summary. All class recordings are stored in our LMS for easy access. Product School is not obligated to accommodate requests beyond this policy.

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. This standard of conduct applies to all interactions, including those within the virtual classroom, on collaboration platforms, and in all oral or written correspondence with Product School staff, faculty, and representatives.

Product School maintains a zero-tolerance policy regarding disrespectful, harassing, or abusive behavior. This includes, but is not limited to, the use of derogatory language, inflammatory communication, or persistent unprofessionalism toward fellow students or the Product School team. Furthermore, Product School acknowledges that bias-based conduct can threaten the mental health and safety of the community. Evidence that a 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 immediate dismissal. Product School reserves the right to terminate a student's enrollment if their behavior is deemed disruptive to the learning environment or if their interactions with staff fail to meet the professional standards expected of the community.

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 (30 hour) and Product Leader Certification: 30 hours of instruction. Students must attend at least 85% of the course hours (25.5 hours) to be eligible for completion. If a student misses more than 4.5 hours without making up the work, they may be administratively withdrawn from the course.

Product Growth Certification, and Product Marketing Manager Certification: 15 hours of instruction. Students must attend at least 80% of the course hours (12 hours) to be eligible for completion. If a student misses more than 2.5 hours without making up the work, they may be administratively withdrawn from the course.

Product Manager Certification(12 hour), AI Product Strategy for Leaders Certification, Go-to-Market Certification, AI for Product Managers Certification, Product Experimentation Certification, Vibe Coding Certification, AI Evals Certification, and Advanced AI Agents Certification: 12 hours of instruction. Students must attend at least 80% of the course hours (9.6 hours) to be eligible for completion. If a student misses more than 2 hours without making up the work, they may be administratively withdrawn from the course, in accordance with the makeup class policy.

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, participation, and the successful completion of the final project which students are required to complete and submit on the school learning management system no later than seven (7) business days after the cohort end date.

For the Product Manager Certification (30 hour) and Product Leader Certification, students must attend at least 85% of the total course hours (25.5 hours) to be eligible for completion. Students who miss more than 4.5 hours without making up the work may be administratively withdrawn from the course.

For the Product Growth Certification, and Product Marketing Manager Certification, students must attend at least 80% of the total course hours (12 hours) to be eligible for completion. Students who miss more than 2.5 hours without making up the work may be administratively withdrawn.

For the Product Management Certification, AI Product Strategy Certification, Go-to-Market Certification, AI Product Management Certification, Product Experimentation Certification, Vibe Coding Certification, AI Evals Certification, and Advanced AI Agents Certification, students must attend at least 80% of the total course hours (9.6 hours) to be eligible for completion. Students who miss more than 2 hours without making up the work may be administratively withdrawn, in accordance with the Make-up Class Policy.

To successfully receive any certification, students must meet the attendance requirements, submit the final project, complete the final course survey, and have no outstanding tuition balances. Final projects are reviewed promptly after the conclusion of each cohort. On average, evaluations are completed within seven (7) business days, and no later than ten (10) business days, after the cohort end date. The evaluation period begins once the institution has received the student's final project and concludes when feedback and the final grade are issued.

Upon meeting all program 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 indicates that the student has not met these standards.

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.

Learning Resources

All learning resources necessary for the program are provided in the curriculum from Product School, 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. Additionally, students may also access additional resources via the internet to support their studies. These resources, such as reference materials and external websites, are optional and complement the core curriculum. 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 approved 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.

Product School does not represent that the educational objectives of the *Product Management Certification*, *AI Product Management Certification*, *Vibe Coding Certification*, *AI Product Strategy Certification*, *AI Evals Certification*, *Advanced AI Agents Certification*, *Go-to-Market Certification*, *Product Experimentation Certification*, *Product Marketing Manager Certification*, or *Product Growth Certification* programs lead to employment or a career, or that they provide students with the skills and knowledge necessary to meet the qualifications for licensure in any specific career, occupation, vocation, job, or job title.

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 application 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 application 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 application fee and a non-refundable student service fee, after the cancellation 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. To provide flexibility, students are permitted to reschedule their course enrollment up to two (2) times at no additional cost directly through the [Product School Portal](#).

Should a student require a third rescheduling request, the student must submit a formal written request to the Student Success Team at students@productschool.com. All subsequent rescheduling requests beyond the initial two complimentary instances are subject to a fee of \$100 USD per request, unless an exception is granted in writing at the sole discretion of Product School.

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 Portal](#) 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; all rescheduling requests are strictly 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, 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 account section or by contacting our support team.

To cancel your membership via the Product School portal:

- Log in to your Product School portal: <https://app.productschool.com/>
- On the bottom left-side menu, navigate to your profile icon and click on the Account section.
- Click Account which will direct you to your membership account page.
- Click Manage Plan on the “Current Plan” Section, and then select Cancel Membership.
- Follow the guided cancellation flow, which includes reviewing your current plan, optional offers to continue your membership, selecting a cancellation reason, and confirming your cancellation.

Once completed, you will receive a confirmation that your membership has been canceled and auto-renewal has been turned off.

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 account.

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. Promotions may be advertised through the website, email campaigns, or other marketing channels and are valid only during the specified promotional period. Discounts are not retroactive and cannot be applied to past transactions.

Pricing may vary depending on the program selected, the membership plan chosen, or the payment terms selected at enrollment. Certification programs and membership plans may have different pricing structures reflecting the services and benefits included. All pricing, promotional campaigns, and discounts are determined solely by Product School and may be modified or discontinued at any time.

The price paid at enrollment applies only to that specific transaction. All applicable pricing, discounts, and payment terms will be outlined in the student's enrollment agreement at the time of purchase.

For membership plans, access to discounted benefits is valid for twelve (12) months from the Agreement date unless otherwise specified in the enrollment agreement. Courses must be completed within this period to maintain access to membership benefits.

If a refund is requested, any promotional pricing, membership discounts, or bundled benefits associated with the enrollment will be forfeited. The student will be charged the full list price for any program or service accessed, in addition to any applicable non-refundable fees.

Students who purchase a standalone certification may have the option to upgrade to a membership plan. Any prior payments made toward the certification may be applied toward the price of the selected membership plan in accordance with Product School's Tuition and Fee Table. Students who choose to upgrade must sign a new enrollment agreement outlining the updated benefits, pricing, and terms. The student will be responsible for paying the difference between the amount previously paid and the price of the selected membership plan.

Tuition and Fees

Product School offers standalone certifications and membership-based learning plans. Each option includes different services and benefits. The table below outlines the **standard tuition and fees** for each offering. The tuition amounts listed represent **standard reference pricing** and may differ from the final price if promotional discounts or pricing adjustments are applied at enrollment. The **final tuition amount will be specified in the student’s Enrollment Agreement or invoice.**

Unless otherwise stated in a written and approved financing agreement, students are required to pay the total tuition according to the payment schedule outlined in their selected payment plan and enrollment terms.

Product School Single Certification

1 Course Student must select one (1) of the following courses: <ul style="list-style-type: none"> • Product Management Certification • Product Leader Certification • Product Leadership Certification • AI Product Management Certification • Product Marketing Manager Certification • Go-to-Market Certification • Product Growth Certification • Product Experimentation Certification • Vibe Coding Certification • AI Evals Certification • Advanced AI Agents Certification • AI Product Strategy 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).	Application Fee (non-refundable; Charged per course)	Tuition Per Selected Course	Student Services (non-refundable after the cancellation period)	Total Single Certification Price
Course	\$0.00	\$250.00	\$2,824.00	\$375.00	\$3,449.00

Product School Pro Membership

2 Courses Student must select two (2) of the following courses: <ul style="list-style-type: none"> • Product Management Certification • Product Leader Certification • Product Leadership Certification • AI Product Management Certification • Product Marketing Manager Certification • Go-to-Market Certification • Product Growth Certification • Product Experimentation Certification • Vibe Coding Certification • AI Evals Certification • Advanced AI Agents Certification • AI Product Strategy 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).	Application Fee (Non- Refundable fee; Charged per course)	Tuition Per Selected Course (charged for each selected courses)	Student Services (non-refundable after the cancellation period, One-time fee applied to the first course only)	Total Cost Per Selected Course
First Course	\$0.00	\$250.00	\$3,199.00	\$375.00	\$3,824.00
Second Course	\$0.00	\$250.00	\$3,199.00	\$0	\$3,449.00

Product School Unlimited Membership

<p>9 Courses</p> <p>Student must select nine (9) of the following courses:</p> <ul style="list-style-type: none"> • Product Management Certification • Product Leader Certification • Product Leadership Certification • AI Product Management Certification • Product Marketing Manager Certification • Go-to-Market Certification • Product Growth Certification • Product Experimentation Certification • Vibe Coding Certification • AI Evals Certification • Advanced AI Agents Certification • AI Product Strategy Certification 	<p>STUDENT TUITION RECOVERY FUND STRF (nonrefundable)</p> <p>_____ 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).</p>	<p>Application Fee <i>(Non- Refundable fee; Charged per course)</i></p>	<p>Tuition Per Selected Course <i>(charged for each selected courses)</i></p>	<p>Student Services <i>(non-refundable after the cancellation period, One-time fee applied to the first course only)</i></p>	<p>Total Cost Per Selected Course</p>
<p>First Course</p>	<p>\$0.00</p>	<p>\$250.00</p>	<p>\$3,199.00</p>	<p>\$874.00</p>	<p>\$4,323.00</p>
<p>Additional Course(s)</p>	<p>\$0.00</p>	<p>\$250.00</p>	<p>\$3,199.00</p>	<p>\$0</p>	<p>\$3,449.00 (per course)</p>

Product Management 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 Leadership Certification

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

AI Product Management 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

Go-to-Market 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

Product Experimentation Certification

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

Vibe Coding Certification

Total Charges For Current Period Of Attendance \$3,449.00

Estimated Total Charges For The Entire Educational Program \$3,449.00

AI Evals Certification

Total Charges For Current Period Of Attendance \$3,449.00

Estimated Total Charges For The Entire Educational Program \$3,449.00

Advanced AI Agents Certification

Total Charges For Current Period Of Attendance \$3,449.00

Estimated Total Charges For The Entire Educational Program \$3,449.00

AI Product Strategy 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 that are 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 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 Leaders in their field, with a minimum of 5 years experience in Product. Additionally, instructors are currently working at some of the 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

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.
Apoorva Sharma	Apoorva Sharma is an accomplished business leader with over 14 years of experience in product strategy, operations, and sales, specializing in go-to-market (GTM) strategies, product marketing, and scaling businesses through innovative solutions.
Arti Chhajta	Arti Chhajta is an experienced Group Product Manager at Spotify, specializing in AI-driven content intelligence across music, audiobooks, and podcasts. With a strong background in machine learning and AI, she has led the development of AI-powered safety and infringement platforms, making her a key player in Spotify's innovation in the content space. Prior to this, Arti held leadership roles at PathAI, where she focused on improving patient outcomes through machine learning in pathology, and at Microsoft, where she worked on augmented reality and AI-driven consumer engagement solutions. Arti's deep expertise in GenAI and AI-powered product solutions makes her a sought-after thought leader in the field.
Ata Tahiroglu	Ata Tahiroglu is a seasoned Group Product Manager at Apple, specializing in the development of data and AI-driven products. With a strong focus on building innovative solutions that optimize performance and enhance user experiences, Ata works to leverage artificial intelligence and machine learning to solve complex real-world problems.
Bogdan Doinea	Bogdan Doinea is a strategic product leader with over 12 years of experience scaling B2B2C and B2C SaaS platforms across startups, scaleups, and enterprise environments.
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.
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.
Emily Jipson	A seasoned product executive with over 15 years of experience leading digital transformation across media, fintech, and SaaS, Emily Jipson has built and scaled high-impact product teams in some of the most trusted brands in the world—including CNN, Yahoo Finance, the Wall Street Journal, and eMoney Advisor.
Gayatri Kapur	Gayatri Kapur is a distinguished Product Leader with a robust track record of driving innovation and excellence in the product management space.
Itai Ram	With over a decade of leadership in product management, Itai has shaped some of the world's most widely used consumer products across Meta (Facebook, Instagram, WhatsApp), Waze, and Google.
Jeff Kreutz	Jeff Kreutz is a seasoned Product Executive with over 20 years of experience leading product, design, and engineering at high growth B2B and B2C SaaS businesses.
Lainie Bradley	With over 15 years of experience leading product innovation across SaaS, B2B, and B2C platforms, Lainie Bradley brings a proven track record of building and scaling successful products across web, desktop, and mobile.

Manjeet Singh	Manjeet Singh is an AI product leader with 25+ years of experience building and scaling enterprise-grade AI, data, and intelligent workflow platforms at companies like Salesforce, ServiceNow, and Iron Mountain.
Nagui Yassa	Nagui Yassa is a seasoned product leader with over a decade of experience in product marketing, strategy, and operations.
Raj Nandy	Raj is a product leader who has driven growth and monetization across startups and flagship platforms like Facebook and Instagram. As a Lead Product Manager at Meta, he built and scaled 0→1 products, growing B2C and B2B transactions by millions through a product-led growth strategy rooted in data, experimentation, and user insights.
Ravi Kiran Chintalapudi	As a senior product leader at Google Cloud, Ravi drives AI-first product strategy at scale—leading high-impact PM teams across Sovereign Cloud, AI/ML Infrastructure, Security, Core Infra Ops, and App/VM Management.
Rupesh Agarwal	Rupesh Agarwal is an experienced product executive with over 18 years of expertise in scaling product organizations and driving business growth. Specializing in eCommerce, supply chain, AI/SaaS platforms, and industrial solutions.
Ruhaab Markas	Ruhaab Markas is a seasoned product executive with a track record of driving transformative growth across some of the world's most impactful technology companies.
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.
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.
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.
Thomas Keeley	Thomas Keeley is currently the Director of Product, Growth at Amplitude. He brings over 8 years of experience in product management, specializing in viral and core growth strategies, user acquisition, and product engagement.
Venkat Narayan	A seasoned AI Product Leader with over 15 years of experience driving data, AI, and platform transformation across global enterprises, Venkat Narayan specializes in building agentic AI systems, personalization engines, and large-scale digital ecosystems that deliver measurable business growth.
Vera Ginzburg	Vera Ginzburg is a product growth expert with significant experience driving user acquisition and retention at leading companies like Google, Gusto, and Change. At Google, she played a critical role in scaling key products, utilizing data-driven growth strategies to expand user bases and enhance product offerings.

Vibha Sridhar

Vibha is a senior product leader with deep, hands-on experience building and scaling AI-powered, agentic, and automation-driven products across B2C, B2B, and marketplace environments.

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. Currently, Yana is dedicated to optimizing Chrome as the premier browser for internet navigation, where she spearheads innovative initiatives aimed at enhancing the user experience.