

# Course Catalog

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*This catalog is effective from September 23rd, 2025 through January 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](mailto:admissions@productschool.com).

- Product Management Fundamentals Certification
- AI Product Strategy for Leaders Certification
- Go-to-Market Certification
- AI for Product Managers Certification
- Product Experimentation Certification
- AI Prototyping Certification
- AI Evals Certification
- Advanced AI Agents Certification
- Product Manager Certification
- Product Leader Certification
- Product Marketing Manager Certification

- Artificial Intelligence for Product Certification
- Product Growth Certification

## Course Objectives

### Product Management Fundamentals Certification

At the completion of this course, students will:

- Understand customer needs using AI-powered research tools.
- Create effective product roadmaps and requirements documents.
- Apply AI to accelerate market research, prioritization, and strategy execution.
- Develop confidence in leading cross-functional teams with data-driven decisions.

### AI Product Strategy for Leaders 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 frameworks

### 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.

### AI for Product Managers 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 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.

### AI Prototyping Certification

At the completion of this course, students will:

- Build interactive, functional prototypes using AI prototyping tools without waiting for engineering resources.
- Apply advanced prompt engineering techniques (system prompts, CoT, RAG, meta prompting) to generate high-fidelity prototypes.
- Use the BUILD Framework (Break, Use, Iterate, Link, Debug) to de-risk and debug prototypes with AI copilots.
- Rapidly integrate APIs, databases, and automation tools (OpenAI, Supabase, Lovable, Bolt, Replit) into no-code prototypes.
- Run feedback loops with AI summaries to iterate faster and test desirability, feasibility, and compliance from day one.
- Position themselves as PMs who don't just ideate but ship enterprise-ready experiments that scale.

### **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.

### **Product Manager Certification**

At the completion of this course, students will:

- Understand how to comfortably work with engineers, designers, and business professionals
- Understand frameworks, tools, and processes used by product managers, including research, a/b testing, prototyping, user testing, and requirement definition

### **Product Leader Certification**

At the completion of this course, students will:

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

### **Product Marketing Manager Certification**

At the completion of this course, students will:

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

### **Artificial Intelligence for Product Certification**

At the completion of this course, students will:

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

### **Product Growth Certification:**

At the completion of this course, students will:

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

Product School does not represent that the educational objectives of the *Product Management Fundamentals Certification*, *AI for Product Managers Certification*, *AI Prototyping Certification*, *AI Product Strategy for Leaders Certification*, *AI Evals Certification*, *Advanced AI Agents Certification*, *Go-to-Market Certification*, *Product Experimentation Certification*, *Product Marketing Manager Certification*, *Artificial Intelligence for Product 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 computers. Product School, therefore, requires that students and users have the equipment and/or peripherals which can be reasonably expected to adequately function with the Product School Service in the following areas: operating system, web camera and microphone, internet access, and web browsers. Students will be notified of the specific software applications required for the program in which they are enrolled prior to the first class session, or as the sessions progress, as required.

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

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

## Student Acknowledgement and Review of Required Documents

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

## Holidays

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

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

## 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 – 9:00 pm PST

Saturday 8:00 am – 2:00 pm PST

### Administrative Office Hours

Wednesday – Friday, 3:00 PM – 5:00 PM PST

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

## Course Descriptions and Objectives

### Product Management Fundamentals Certification

The Product Management Fundamentals Certification is a 3-week part-time course designed for early-career and aspiring product professionals. Students will gain foundational knowledge in product management, learn to define product requirements, build roadmaps, and apply AI-powered tools 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 customer needs using AI-powered research tools.
- Create effective product roadmaps and requirements documents.
- Apply AI to accelerate market research, prioritization, and strategy execution.

### 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.

### AI Product Strategy for Leaders Certification

Product School's AI Product Strategy for Leaders Certification is a 3-week part-time course program for experienced Product Managers looking to advance into a more strategic leadership role. This advanced certification is not for everyone. If you have experience in a Product Management role and want to take your career to the next level, this training will give you the skills, confidence, and direction. Through hands-on work, practical exercises, and case studies, you'll dive deeper into how to implement PM best practices at the strategic level to impact your company's portfolio and outcomes significantly.

This program consists of 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.

### **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 your products to market successfully by crafting your 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 for Product Managers Certification**

Product School's AI for Product Managers Certification 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 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.

## AI Prototyping Certification

The AI Prototyping Certification is a 3-week part-time course designed for product professionals who want to use AI to validate ideas and accelerate innovation. Students will learn how to generate high-fidelity prototypes, run rapid experiments, and reduce the risks of large-scale product investments.

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 interactive, functional prototypes using AI prototyping tools without waiting for engineering resources.
- Apply advanced prompt engineering techniques (system prompts, CoT, RAG, meta prompting) to generate high-fidelity prototypes.
- Use the BUILD Framework (Break, Use, Iterate, Link, Debug) to de-risk and debug prototypes with AI copilots.
- Rapidly integrate APIs, databases, and automation tools (OpenAI, Supabase, Lovable, Bolt, Replit) into no-code prototypes.
- Run feedback loops with AI summaries to iterate faster and test desirability, feasibility, and compliance from day one.
- Position themselves as PMs who don't just ideate but ship enterprise-ready experiments that scale.

## 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 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 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.

## Product Manager Certification

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

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

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

At the completion of this course, students will:

- Understand how to work comfortably with engineers, designers, and business professionals
- Understand frameworks, tools, and processes used by product managers including research, a/b testing, prototyping, user testing, and requirement definition

### Student Assessment

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

### Course Completion Requirements

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

## Product Leader Certification

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

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

Program Type	Total Hours	Style	Number of Weeks
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Synchronous (Part-Time)	30 clock hours	Live Instruction Out of Class Work (approximately 20 hours)	6 weeks or 1 week
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At the completion of this course, students will:

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

#### Student Assessment

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

#### Course Completion Requirements

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

### Product Marketing Manager Certification

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

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

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

At the completion of this course, students will:

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

#### Student Assessment

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

#### Course Completion Requirements

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

## Artificial Intelligence for Product Certification

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

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

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

At the completion of this course, students will:

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

### Student Assessment

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

### Course Completion Requirements

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

## Product Growth Certification

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

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

Program Type	Total Hours	Style	Number of Weeks
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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.

## 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
AI Product Strategy for Leaders 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. <b>Admission is by application only.</b> Titles include: Group Product Manager, Director of Product, VP of Product, CPO.
Product Management Fundamentals Certification	Prospective student has no previous experience with Product Management, and no prerequisites are required.
Go-to-Market Certification	Prospective student is currently employed in the field of product management, preferably with at least 1 year of experience in a PM role. Titles include: Associate Product Manager, Product Manager, Senior Product Manager, Group Product Manager, or similar.

AI for Product Managers Certification	Prospective student is currently employed in the field of product management, preferably with at least 1 year of experience in a PM role. <b>No prior AI experience is required.</b> Titles include: Associate Product Manager, Product Manager, Senior Product Manager, or similar.
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 foundational AI knowledge. Completion of the <b>AI for Product Managers Certification</b> is strongly recommended. Titles include: Product Manager, Senior Product Manager, Group Product Manager, or similar.
AI Prototyping 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. Completion of the <b>AI for Product Managers Certification</b> 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 foundational AI knowledge. Completion of the <b>AI for Product Managers Certification and AI Prototyping</b> 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. Completion of the <b>AI for Product Managers Certification, AI Prototyping, and AI Evals</b> , is strongly recommended. Titles include: Product Manager, Senior Product Manager, Group Product Manager, or similar.
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 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>
Artificial Intelligence for Product 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 GenAI to build and launch AI-powered products successfully. This course is not designed to lead to employment.</p>
Product Manager Certification	<p>Prospective Student has no previous experience with Product Management</p> <p>Prospective student is seeking their first Product Management Role</p>
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>



## 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.

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

## **Probation**

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

## **Attendance**

**Product Manager Certification and Product Leader Certification:** 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.

**Artificial Intelligence for Product Certification, 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 Management Fundamentals Certification, AI Product Strategy for Leaders Certification, Go-to-Market Certification, AI for Product Managers Certification, Product Experimentation Certification, AI Prototyping 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.

## Leave of Absence/Paused Policy and Request

A Leave of Absence (LOA), also called a Pause, is a temporary break from a student's program. Each student may request **one (1) LOA per 12-month period from the time of enrollment**, subject to Product School's approval. An LOA may not exceed **two (2) months**, and students must still complete their program within the original 12-month period.

Students must submit LOA requests in writing to [students@productschool.com](mailto:students@productschool.com) before the leave begins, unless unforeseen circumstances make prior notice impossible. Valid reasons for an LOA include personal or family medical issues, a death in the family, or other serious circumstances.

If prior notice is not possible, Product School may approve an LOA retroactively if the reason is documented, the request is submitted later, and the LOA start date matches the first date of absence.

Product School may approve, deny, or modify any LOA request at its sole discretion.

## Completion

Upon successful completion of the program, students will be issued two official documents. A Certificate of Completion will be granted to those who have met all course requirements, including the completion of the final survey and full payment of tuition fees. Additionally, an official transcript will be available upon request to all students, without any additional requirements, by contacting [students@productschool.com](mailto: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 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 Artificial Intelligence for Product Certification, 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 Fundamentals Certification, AI Product Strategy for Leaders Certification, Go-to-Market Certification, AI for Product Managers Certification, Product Experimentation Certification, AI Prototyping 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 Fundamentals Certification*, *AI for Product Managers Certification*, *AI Prototyping Certification*, *AI Product Strategy for Leaders Certification*, *AI Evals Certification*, *Advanced AI Agents Certification*, *Go-to-Market Certification*, *Product Experimentation Certification*, *Product Marketing Manager Certification*, *Artificial Intelligence for Product 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](mailto: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](http://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](http://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](mailto: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](mailto: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. If a student wishes to reschedule after the course has started, they must submit a formal request to the Student Support Team at [students@productschool.com](mailto:students@productschool.com). Approved rescheduling requests are subject to a non-refundable reschedule fee of \$100 USD, unless an exception is granted in writing at the sole discretion of the Product School Student Success Team. For students enrolled through a membership or a single certification, any rescheduled course must begin within the active membership period and cannot extend beyond the membership expiration date. It is the student's responsibility to regularly review the Product School website and Learning Management System for the most up-to-date course schedules and available cohorts. Please note that Product School does not guarantee cohort availability. Rescheduling requests are subject to course capacity and scheduling limitations.

## Membership Auto-Renewal Policy



By subscribing to our service, you agree that your annual membership term begins seven (7) days after entering into this agreement and will automatically renew at the end of each annual billing cycle unless canceled before the renewal date. The renewal will follow your previously selected plan and services unless modifications are requested in advance. Upon renewal, your membership will continue for an additional one year term to provide access to additional courses, conference tickets, and other exclusive benefits.

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

To cancel your membership via the Product School portal:

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

If you choose to cancel via email, please contact [students@productschool.com](mailto:students@productschool.com) with your request. Any cancellation must be completed before the renewal date to avoid being charged for the next billing cycle. If canceled, you will retain access to your membership benefits until the end of your current billing period. Your membership status and renewal information can also be accessed through your product school portal settings.

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

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

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

## **Tuition Credits & Discounts Policy**

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

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



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

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

Students who purchase a single certification have the option to upgrade to an Unlimited Membership. All prior payments made will be applied toward the Unlimited Membership price in accordance with Product School's Tuition and Fee Table. Students who choose to upgrade must sign a new enrollment agreement that outlines the Unlimited Membership benefits, pricing, and terms. Upon signing the new agreement, students are responsible for paying the difference between the amount already paid and the Unlimited Membership tuition.

## Tuition and Fees

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

### Product School Single Certification

1 Course Student must select <b>one (1)</b> of the following courses:	STUDENT TUITION RECOVERY FUND STRF (nonrefundable) _____ for every \$1,000 rounded to the nearest \$1,000 of institutional charges. (Applicable to California Resident While Enrolled, Or Enrolled in a Residency Program). Not applicable to the Product Management Fundamentals Certification, Go-to-Market Certification, AI Fundamentals for Product Managers Certification, Product Experimentation Certification, AI Prototyping Certification, AI Evals Certification, Advanced AI Agents Certification, Product Manager Certification, Product Leader Certification, Product Marketing Manager Certification, Artificial Intelligence for Product Certification, Product Growth Certification.	Application Fee (non-refundable; Charged per course)	Tuition Per Selected Course	Student Services (non-refundable after the cancellation period)	Total Single Certification Price
<ul style="list-style-type: none"> <li>Product Management Fundamentals Certification</li> <li>AI Product Strategy for Leaders Certification</li> <li>Go-to-Market Certification</li> <li>AI for Product Managers Certification</li> <li>Product Experimentation Certification</li> <li>AI Prototyping Certification</li> <li>AI Evals Certification</li> <li>Advanced AI Agents Certification</li> <li>Product Manager Certification</li> <li>Product Leader Certification</li> <li>Product Marketing Manager Certification</li> <li>Artificial Intelligence for Product Certification</li> <li>Product Growth Certification</li> </ul>					
Course	\$0.00	\$250.00	\$2,824.00	\$375.00	\$3,449.00

### Product School Unlimited Membership

8 Courses Student must select <b>eight (8)</b> of the following courses:	STUDENT TUITION RECOVERY FUND STRF (nonrefundable) _____ for every \$1,000 rounded to the nearest \$1,000 of institutional charges. (Applicable to California Resident While Enrolled, Or Enrolled in a Residency Program). Not applicable to the Product Management Fundamentals Certification, Go-to-Market Certification, AI Fundamentals for Product Managers Certification, Product Experimentation Certification, AI Prototyping Certification, AI Evals Certification, Advanced AI Agents Certification, Product Manager Certification, Product Leader Certification, Product Marketing Manager Certification, Artificial Intelligence for Product Certification, Product Growth Certification.	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
<ul style="list-style-type: none"> <li>Product Management Fundamentals Certification</li> <li>AI Product Strategy for Leaders Certification</li> <li>Go-to-Market Certification</li> <li>AI for Product Managers Certification</li> <li>Product Experimentation Certification</li> <li>AI Prototyping Certification</li> <li>AI Evals Certification</li> <li>Advanced AI Agents Certification</li> <li>Product Manager Certification</li> <li>Product Leader Certification</li> <li>Product Marketing Manager Certification</li> <li>Artificial Intelligence for Product Certification</li> <li>Product Growth Certification</li> </ul>					
First Course	\$0.00	\$250.00	\$3,199.00	\$875.00	\$4,324.00
Additional Course(s)	\$0.00	\$250.00	\$3,199.00	\$0	\$3,449 (per course)

#### Product Management Fundamentals 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 for Leaders 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

**AI for Product Managers 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

**AI Prototyping 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

**Product Manager Certification**

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

**Product Leader Certification**

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

**Product Marketing Manager Certification**

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

**Artificial Intelligence for Product Certification**

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

**Product Growth Certification**

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

## Student Tuition Recovery Fund

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

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

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

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

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

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

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

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

## Approval

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

This catalog includes programs 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 Manager Certification
- Product Leader Certification

## Financial Assistance And Student Loans

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

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

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

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

## State of California Assistance

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

<b>Aaditya Anand</b>	Aaditya Anand is a full-stack product leader with demonstrated success in building and shipping great product experiences. Aaditya has driven multiple ML/AI powered innovations aimed at optimizing and fixing the entire product lifecycle, enhancing personalization, and fueling business growth.
<b>Ali Busacca</b>	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.
<b>Anastasiia Zholobova</b>	Anastasia Zholobova is a Group Product Manager at Delivery Hero, boasting eight years of expertise in building and managing in-house ad tech products, search engines, mobile geo services, and social networks. Her proficiency spans agile product development, B2B/B2C marketing, advertising technologies, data analysis, market research, and strategic partnerships.
<b>Apoorva Sharma</b>	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.
<b>Ata Tahiroglu</b>	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.
<b>Bogdan Doinea</b>	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.
<b>Dauphine Dewavrin</b>	Dauphine is a passionate International Product Growth Manager with a proven ability to drive product innovation and growth in global markets. Dauphine thrives on turning deep market insights into actionable strategies that make a tangible impact, whether it's improving user experience or boosting business results.
<b>Debankur Naskar</b>	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.
<b>Dejan Krstic</b>	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.
<b>Ekaterina Garbaruk Monnot</b>	Ekaterina Garbaruk Monnot is an accomplished product leader renowned for her ability to drive business value through the strategic amalgamation of customer insights, business processes, and scalable technical solutions.
<b>Emily Jipson</b>	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.
<b>Ewa Jaskiewicz</b>	Ewa Jaskiewicz is a highly experienced product leader with over a decade of expertise in driving AI-powered innovation and delivering impactful solutions. As Group Product Manager at Booking.com, Ewa has led the development of AI and ML-driven features, including personalization,

content moderation, and geolocation intelligence, to enhance customer experiences and drive business growth.

**Felipe Vieira**

Felipe Vieira is a London-based Product Leader with over a decade of experience. He has held product roles at Atos, DHL, and Gist. Presently, he is Senior Product Manager at TripAdvisor UK, where he is leading product initiatives, specifically related to product merchandising and discoverability.

**Ganesh Baskaran**

As Head of Product for Expedia B2B, Ganesh Baskaran leads the development and growth of Private Label Solutions, a product portfolio that powers some of the world's most recognized travel and loyalty brands including Amex, Chase, Delta, and United.

**Heidi Gibson**

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

**Jaqueline Kosilek de Paiva**

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

**Mohit Malik**

Mohit Malik is a seasoned product leader with over 15 years of experience driving innovation and business transformation through AI, product marketing, and global product management.

**Niels Koek**

Niels Koek is an accomplished leader in the realms of product and technology, boasting an impressive track record in the online travel and gaming sectors. With a strong foundation in technical product management and agile methodologies, Niels has become a pivotal figure in shaping the digital landscape.

**Nikita Mitra**

Nikita Mitra, as the Head of Product Marketing for Emerging Businesses at Uber, is at the forefront of strategic initiatives driving Uber's expansion into new service lines on a global scale. With a wealth of experience within the company, Nikita has held pivotal roles, including Product Marketing Lead and Senior Product Marketing Manager, overseeing critical aspects of the rider app, growth products, and consumer marketplace offerings.

**Piya Mukherjee Kalra**

Piya is the Director of Product Management at Disney Streaming. She's an excellent leader who knows how to sustain and continue growth of the product and the customer-base year-over-year. She's particularly skilled with people and stands out with stakeholder management, team building, and customer management.

**Puneet Goel**

Puneet Goel is a seasoned product leader with over 12 years of experience driving strategy and execution for consumer and enterprise products, reaching over 1 billion users worldwide. He has held influential roles at Google, where he excelled in securing executive buy-in, transforming cultures, and mitigating reputational risks.

**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.

**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.



<b>Salman Malik</b>	Salman Malik is a technology Product Leader with experience spanning multiple industries including Smart Devices, Travel, Health Insurance, Telecom, Recruitment, and Education. Currently, he's Principal Product Manager at Amazon.
<b>Sanjeev Verma</b>	Sanjeev Verma is a Group Product Manager at Google, where he leads cross-functional teams to develop and scale innovative products. With a data-driven and business-focused approach, he has successfully launched new products, enhanced user and partner experiences, and built developer APIs.
<b>Sarika Tyagi</b>	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.
<b>Shiva Arunachalam</b>	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.
<b>Sofia Jukelson</b>	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.
<b>Stacy Cronin</b>	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.
<b>Suhas Manangi</b>	Currently the Head of Product for Community Safety at Snap Inc., Suhas oversees a cross-functional team spanning 150+ engineers and large-scale operations, building ML and GenAI-powered safety systems to protect over a billion users.
<b>Thomas Keeley</b>	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.
<b>Vera Ginzburg</b>	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.
<b>Yana Yushkina</b>	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.