Product Management is key to the success of any company, and hi-tech companies in particular. The Product Manager (PM) carries responsibilities to a wide range of activities, from product definition through competitive positioning and messaging to external audiences and customers. A product manager needs to interact and collaborate with
multiple parts of the organization, including development teams, manufacturing, finance, sales and executive management – hence the term "Product CEO" that has been associated with the role. Many of the key skills needed in this field are "learnt on the job".

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Course Goals

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Part 1: Product Management Overview

The first question a product manager needs to answer is: "what is the problem you are trying to solve?". Students will learn how to identify and articulate the problem, and define the right solution. This includes a holistic analysis of the problem space, taking into consideration all the relevant stakeholders, and an analysis of the market and the business opportunity to ensure this is a big enough opportunity that is worth the investment. This section will cover a variety of research and validation techniques.

1. The Product Manager Role
   a. Responsibilities and Tasks
   b. Stakeholders and Ecosystem

Part 2: Product Definition

The main question a PM must answer is: "what is the problem we are trying to solve?". Students will learn how to identify and articulate customer problems and define solutions. This includes analysis of customer needs and the business opportunity, as well as ensuring the opportunity is worth the investment.

2. Customer problem definition
3. Market research techniques
4. Writing product requirements

Part 3: Product Execution

Once the solution concept is defined, it is time to turn it into a real product. This section will cover the entire implementation lifecycle, and will focus on the work of the product manager with R&D. The students will learn how to write requirements, define the MVP and KPIs, measure it and use data to make day-to-day decisions. This section will cover methodologies like agile and A/B testing.
Part 4: Business and Go to Market

Moving forward in the product lifecycle, this section will talk about post-development aspects and go back to business related topics. Students will learn about sales processes and how to define the go-to-market strategy (including pricing, positioning and partnerships).

9. Business model and pricing
10. Messaging and Positioning
11. Working with Customers and Sales (soft skills)

Grading

- 30% Mid-term assignment
- 70% Final assignment

Attendance

- 80% mandatory (9 lessons)
- 10 pts grade deduction per missed lesson
- “Incomplete” if under 7 lessons

Teaching Assistant

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Reading List
|   | The Product Manager Role | Pragmatic Marketing (2013) The Strategic Role of Product Management. *eBook*  
|---|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
*Harvard Business Review*  
https://hbr.org/2019/01/customers-surveys-are-no-substitute-for-actually-talking-to-customers |
https://www.entrepreneur.com/article/253907 |
https://medium.com/@emabolo/introducing-dual-track-agile-27a23d12268b  
https://medium.com/@achardypm/agile-team-organisation-...