

Wake Forest University Product Management Bootcamp

Gain in-demand product management skills to help advance your career—all live online over 12 weeks!

According to Lightcast™, product management employment in the U.S. is projected to grow 22% over the next decade.

Businesses and organizations in every major industry are actively seeking product managers, including local employers like **Bank of America**, **Wells Fargo**, and **Lowe's Home Improvement**.

Graduates of the Wake Forest University Product Management Bootcamp will have the skills to qualify for these jobs and more.

BANK OF AMERICA 



What You'll Learn

- ♦ Identify basic functions of product management, the stages of the product development cycle, and how product companies work.
- ♦ Learn how to use essential product management tools and software, including Jira, Balsamiq, Figma, Google Analytics, Strategyzer, and more.
- ♦ Build key assets to drive product development and hypothesis validation.
- ♦ Understand best practices for building a product strategy.

Entry-Level Roles You'll Be Ready For



**Product
Manager**



**Solutions
Manager**



**Product
Owner**



**Product
Analyst**

Average Entry-Level Product Manager Salary

\$82,761*
in Charlotte

*Glassdoor (2023)

Tuition Cost

\$6,750

Scholarships and Payment Options Available

Format

**Part-Time, 12 Weeks
Live Online**

Skill Level

Beginner