WAKE FOREST
UNIVERSITY
SCHOOL of PROFESSIONAL STUDIES

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Academy

Advance Your Career with the Wake Forest University Product Management Bootcamp

Learn in-demand skills with the part-time Wake Forest University Product Management Bootcamp powered by Fullstack Academy.

- Strengthen your resume with technical and supervisory product management skills
- Graduate with a portfolio of projects to show employers
- Receive career coaching to guide your future in product management

Explore the curriculum and see what you could learn in 12 weeks of live online study.

Curriculum

Product Management Foundations	Identify the basic functions of product management, the stages of the product development cycle, and how product companies work.	• Product Development Lifecycle • Understanding Product Companies • Company and User Context • Tools for Building Assets
Planning and Validation	Use strategic tools to drive product hypothesis validation and organize product development through listing, planning, and prioritizing.	• Organizational Decision-Making • KPIs and OKRs • Product Roadmaps • Minimum Viable Products • Agile and Lean Processes • Sprint Planning • Prototyping • Working With Figma • Hypothesis Validation
Product Analytics and Strategy	Use effective processes for understanding how customers engage with products and iterate efficiently using product development concepts.	• Google Analytics • Feature Popularity • User Engagement • Product-Market Fit • Customer Problem Space

Please note that this is a sample curriculum and is subject to change.

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Business Fundamentals	Learn how to develop effective working relationships between product managers and cross-functional teams.	• Working With and Hiring Teams • Balancing Resources • Managing Finances and Operations • Security Operations • Running Effective Meetings
Career Success	Throughout the cohort, you will experience Career Success programming through live sessions, asynchronous modules, office hours, and other activities. Beyond graduation, you'll receive additional career preparation assistance and job search support.	• Resume and Cover Letter Creation • LinkedIn Profile Optimization • Industry-Specific Networking Best Practices • Interview and Negotiation Training • Professional Career Coaching

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