



University of Calgary Continuing Education

EDGE UP Product Manager Program

Introduction

The impact of technology on business is facilitating digital transformation across industries. As a result of the changing digital transformation landscape impacting industries and organizations, product management is becoming critical for all industries.

Every company now needs digital products to support operations, generate revenue, improve employee engagement or enhance the way work is performed. As a result, while product management is an evolving industry, product managers have become a vital job profile that many organizations want to have.

Program Level Learning Outcomes

By the end of the program, successful students will be able to:

- A. Identify the fundamentals of successful product management
- B. Identify marketing, sales and business development principles required to define a product strategy
- C. Recognize leadership practices and the associated competencies and essential skills required to succeed in a product manager role
- D. Use business tools to acquire business insights to manage a product lifecycle
- E. Use industry benchmarks and methodologies to create metrics and measurements that assess the outcome product management
- F. Analyze the impact of digital transformation on the world of work, the shift that this is creating and the types of products that are emerging in the digital era
- G. Evaluate existing resources and monitor their impact on product evolution and growth
- H. Create a product management deliverable that supports a real-life work-integrated learning project (e.g. Digital marketing plan, Product Strategy Development etc.)

Topics of Instruction

- Product Management
- Digital Marketing
- Marketing Fundamentals
- Essential Soft Skills/Business Skills
- Project Management
- Information System

Intended (Target) Audience

This program is suitable for the following profile - 'Mid-career' worker that has professional work experience; displaced from different industries (Oil & Gas or related), with a post-secondary degree or diploma (Others may be applicable if approved by Calgary Economic Development).



Courses*

Below is a list of courses, associated hours and topic areas covered in the program. Please note that some courses will run for a week, have a heavy workload, and include a Saturday class.

There is time built into the schedule for students to complete their course work and assignments.

Title	Topic Area	Hours
Digital Transformation: Building Capabilities For The Future	Information System	10
Introduction to Product Management and Product Leadership	Product Management	20
Product Strategy and Roadmapping	Product Management	20
Product Requirements – Collaborating with Internal Teams	Product Management	20
Design Thinking	Information System	20
Business Acumen: Lead with Strategic Business Analysis Tools	Essential Business Skills	14
Branding and Product Lifecycle	Marketing Fundamentals	20
Customer Experience	Marketing Fundamentals	20
Marketing Mix	Marketing Fundamentals	20
Foundations of Digital Marketing	Digital Marketing	20
Digital Content Management	Digital Marketing	20
Digital Social Platforms	Digital Marketing	20
Digital Marketing Analysis	Digital Marketing	20
Metrics and Measurement (Digital Marketing)	Digital Marketing	20
Digital Promotion and Optimization	Digital Marketing	20
Software Development Foundations	Information System	15
Business Case Development	Essential Business Skills	7
Emotional Intelligence	Essential Business Skills	7
Strategies to Manage Different Client Personalities	Essential Business Skills	7
Project Management for Product Managers	Project Management	20
Digital Marketing Project (Work-integrated Project) by Riipen	Project Management	30

* Regarding workload, and outside the course hours identified above, additional time for course work and assignments might be required