PRODUCT MANAGEMENT STUDIO | Program Topics

The Product Management Studio program curriculum covers the following topics:

**Topic 1 |** Product Management Overview
- Your role as a product manager
- Customer transformations
- Using the Product Management Canvas
- Framing & reframing
- Introduction to innovation capabilities

**Topic 2 |** Business Model Design & Building Your Customer Story
- Using the Value Proposition Canvas
- Storytelling for Innovation
- Creating a storyboard

**Topic 3 |** What Value are We Providing For Whom?
- Market research and customer-focused product design
- Segmentation: identifying new segments and jobs to be done
- Targeting: the segments will you serve
- Positioning: how will you distinguish yourself from the competition
- Understanding your customer
- Customer journey mapping
- Data-based decision making

**Topic 4 |** How Do We Create & Deliver Value?
- Value creation and innovation ecosystems
- Customer relationships and channels
- Testing hypothesis: knowing what you don't know
- Different kinds of risks

**Topic 5 |** How Do We Capture Value?
- Breakthrough results with pricing
- How customers perceive value
- Value clarification, framing, and metrics

**Topic 6 |** Mobilizing and Executing

Visit the program page at: https://executive.berkeley.edu/programs/product-management-studio
Topic 7 | Portfolio Planning & Storytelling

- Engaging your product team
- Understanding the product life cycle
- Product strategy by phase: growth, maturity, and decline
- Execution success factors
- Navigating your organization's culture
- Influence: putting strategies into practice

- Evaluating options and roadmapping
- Having a great story
- Telling a great story
- Your two-minute product pitch