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 you will 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
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

**Topic 7 | Portfolio Planning & Storytelling**
- Evaluating options and roadmapping
- Having a great story
- Telling a great story
- Your two-minute product pitch

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