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