

TECHNICAL PRODUCT MANAGEMENT CERTIFICATE

Program Description

Data analysis and data-driven decision making are crucial pillars of modern product management, enabling teams to move beyond gut feelings and subjective opinions to make informed choices. By analyzing user behavior, market trends, and customer feedback, product managers can identify patterns, validate assumptions, and discover new product and feature opportunities.

Cornell's Technical Product Management certificate program addresses the critical need for strategic product managers who can drive innovation and deliver customer-centric solutions in today's competitive market. In this program, you will have the opportunity to master the key aspects of managing products from conception through customer interaction. Throughout the courses, you'll study foundational concepts, data analysis techniques, and consumer behavior insights to align products with market needs.

The program begins by exploring the role of the product manager and effective product development tools, examining the interaction between product, customer, and business outcomes. You'll then delve into using data to refine product strategy, optimize marketing, and integrate strategies into broader organizational goals. Through analytical techniques and consumer preference analysis, you'll identify how to best align product features with customer desires. The courses also cover communication, project execution, and pricing to drive product development. By the end of the program, you'll be equipped to articulate business problems and solve real-world product management challenges with confidence.

Key Takeaways

- Define the interconnected roles of the product manager, product, and customer in driving product success
- Leverage data collection and analysis to inform product development and strategic decision making
- Utilize analytical techniques to understand consumer behavior and enhance product strategies
- Analyze consumer behavior and master key principles of communication in product management
- Implement managerial techniques to advance product development and improve consumer engagement
- Apply economic principles and pricing strategies to develop a compelling value offering

What You'll Earn

- Technical Product Management Certificate from Cornell's College of Engineering
- 84 Professional Development Hours (8.4 CEUs)

Who Should Enroll

- Product managers and aspiring product managers
- Tech leaders
- Product developers
- Entrepreneurs

- Software engineers
- Product experience and marketing managers
- Project managers

Courses

Code	Title	Hours
eCornell CEEM621	Navigating Technical Product Management	0
eCornell CEEM622	Developing a Data-Driven Product Strategy	0
eCornell CEEM623	Optimizing Product Strategy Using Analytics	0
eCornell CEEM624	Analyzing and Communicating Consumer Insights	0
eCornell CEEM625	Applying Project Methodologies to Technical Products	0
eCornell CEEM626	Creating a Compelling Value Offering	0