Product Management, Certificate of Proficiency

The Certificate of Proficiency in Product Management includes courses that teach product management, marketing research, data collection and analysis, marketing fundamentals, customer behavior, and services marketing including SaaS marketing. Certification signals product management capability to current employers. The certificate provides an opportunity for professionals to retool and stay current with ever-changing industry trends.

Program Requirements

Code	Title	Credit Hours
Total Credit Hours		**18**
Discipline Core Requirements		
MGMT 2400	Data Analytics for Business [1]	3
MKTG 3600	Principles of Marketing	3
MKTG 3700	Fundamentals of Product Management	3
MKTG 3630	Services Marketing	3
MKTG 3620	Consumer Behavior	3
MKTG 4600	Customer Experience	3

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Can be taken simultaneously with MKTG 3600.

Graduation Requirements

1. Completion of a minimum of 18 semester credits.
2. Overall grade point average of 2.0 (C-) or above.
3. Residency hours-- minimum of 6 credit hours through course attendance at UVU.

Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in Wolverine Track (http://www.uvu.edu/wolverinetrack/).

First Year		
Semester 1		**Credit Hours**
MGMT 2400	Data Analytics for Business	3
MKTG 3600	Principles of Marketing	3
	Credit Hours	**6**
Semester 2		
MKTG 3700	Fundamentals of Product Management	3
MKTG 3620	Consumer Behavior	3
MKTG 3630	Services Marketing	3
MKTG 4600	Customer Experience	3
	Credit Hours	**12**
	Total Credit Hours	**18**

Program Learning Outcomes

1. Analyze quantitatively and qualitatively customer needs that inform product development.
2. Determine which firm constraints should inform product development.
3. Create customer personas and journey maps supporting product development.
4. Communicate effectively with customers, designers, developers, engineers, and other product stakeholders in the product development effort.