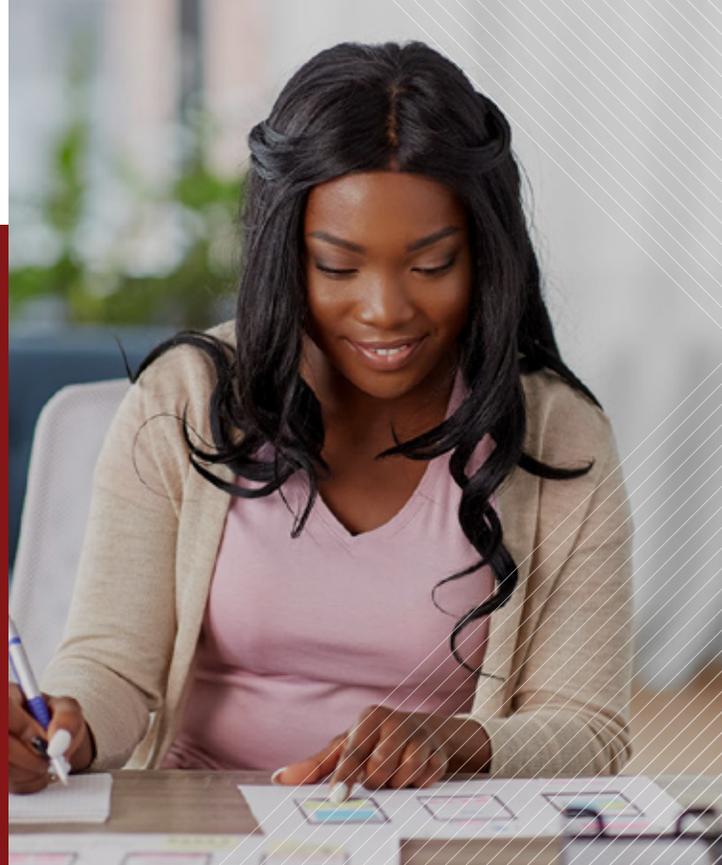




Powered By
**Fullstack
Academy**



Advance Your Career with the University of Oklahoma Outreach Product Management Bootcamp

Learn in-demand skills online with the OU Outreach Product Management Bootcamp, powered by Fullstack Academy.

- ◆ Add technical and supervisory product manager skills to your resume
- ◆ Create a portfolio of projects to show potential employers
- ◆ Gain job search support to help you get hired

Explore the curriculum and see what you could learn with us in 25 weeks of part-time study—24 weeks of instruction plus 1 break week.

Part-Time Schedule

Weeks 1-12
Essentials

Tuesdays and Thursdays

6:00pm - 9:00pm CT

Break Week

Weeks 14-16
UI/UX

Tues, Weds, and Thurs

6:00pm - 9:00pm CT

Weeks 17-19
Product Design

Tues, Weds, and Thurs

6:00pm - 9:00pm CT

Weeks 20-22
Product Marketing

Tues, Weds, and Thurs

6:00pm - 9:00pm CT

Weeks 23-25
Software Development

Tues, Weds, and Thurs

6:00pm - 9:00pm CT

*Allow for an additional 1-4 hours of independent classwork per week

Curriculum

Essentials Course	<ul style="list-style-type: none"> ◆ The Product Development Lifecycle ◆ Building Business Models ◆ Business Fundamentals ◆ Hypothesis Validation 	<ul style="list-style-type: none"> ◆ Design Thinking ◆ Product Planning, e.g., building product roadmaps, understanding ◆ MVPs 	<ul style="list-style-type: none"> ◆ Product Analytics ◆ Building a Product Strategy ◆ Working with and Hiring Teams ◆ Landing a Job as a Product Manager
UX/UI	Practice quantitative and qualitative methods to gain a deeper understanding of users' needs and interests.		
Product Design	Develop a strong foundation in key design concepts and prototyping products across a wide range of industries.		
Product Marketing	Leverage marketing techniques like empathy mapping and product storytelling to create comprehensive go-to-market plans.		
Software Development	Learn agile, technical concepts like APIs and machine learning, and tech stack concepts foundational to software product management.		
Career Prep	<ul style="list-style-type: none"> ◆ Build a portfolio of artifacts solving real problems for real companies ◆ Understand business fundamentals integral to working in the evolving product management field. ◆ Learn to craft engaging, industry standard resumes and cover letters ◆ Optimize your LinkedIn profile and network within the industry ◆ Receive career coaching with interview and negotiation training 		

Please note that this is a sample curriculum and is subject to change.