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

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<tr>
<th>Essential Course</th>
<th>UI/UX</th>
<th>Product Design</th>
<th>Product Marketing</th>
<th>Software Development</th>
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Curriculum

- **Essentials Course**
  - The Product Development Lifecycle
  - Building Business Models
  - Business Fundamentals
  - Hypothesis Validation

- **UI/UX**
  - 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**
  - 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.

bootcamp.outreach.ou.edu/programs/product-management
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