

00:00 (cheerful music)
00:03 - Product management focuses
00:05 on the broad understanding about marketing management
00:08 in terms of product and service development and delivery,
00:12 brand strategy, pricing decisions, sales forecasting,
00:16 and innovative ways in which to communicate
00:18 and engage with customers.
00:24 Inside tech- driven companies everywhere,
00:27 there is a pressing need for skilled product managers.
00:30 This rare breed of talent has the business smarts,
00:34 software skills, and social intelligence
00:36 to drive the product developments that drive growth.
00:39 The best product managers partner effectively
00:42 with engineering managers
00:43 on near-term product development efforts
00:46 while also centrally directing cross-functional teams
00:49 and keeping the customer's perspective present
00:52 throughout longer-term product planning.
00:59 In completing the concentration,
01:01 you will be able to first cultivate skills
01:04 in prototyping innovation and consumer insights,
01:07 then plan campaigns, market products,
01:10 generate support and optimize communication skills,
01:14 adapt to the ever-changing global marketplace,
01:17 raise startup capital and forecast fiscal needs,
01:21 work on cross-disciplinary and cross-country teams
01:25 to develop prototypes for global companies
01:27 to present your ideas to diverse a group of professionals.
01:31 The career opportunities include solutions architect,
01:35 business development manager, engagement manager,
01:38 strategy manager, product marketing manager,
01:41 and software development manager.