

Date: \_\_\_\_\_



**WISCONSIN**  
SCHOOL of BUSINESS

# Professional Development Certificate: Product Management

EXECUTIVE EDUCATION

*You can shape the future of your career with just six courses.*

If you're on track for a product management position, you know how critical it is for you to gain a big-picture understanding of the vast array of elements that fall under the heading of "product management." Wisconsin School of Business, Executive Education's, **Certificate of Professional Development: Product Management** is your guided tour.

The Certificate of Professional Development in Product Management includes four core programs which provide an A-Z overview of all areas of product management, plus your choice of electives to build knowledge in areas that meet your specific needs.

We encourage you to start with *Product Manager Imperatives*, followed by *How to Influence Without Direct Authority*, *Finance and Accounting for Non-Financial Executives*, and *High Performance Sales*. Complete the certificate by completing two elective courses.

## Core course requirements (complete all four):

- Product Manager Imperatives
- How to Influence Without Direct Authority
- Finance and Accounting for Non-Financial Executives
- High Performance Sales

## Elective course requirements (complete two):

- Project Management: Planning Scheduling and Control
- New Product Development
- Marketing Through Channel Partners
- Integrated Marketing Communications
- iMedia
- Pricing: Frameworks and Applications
- Dynamic Market Intelligence
- Tactical Marketing
- Strategic Market Based Planning

## Application:

Name: \_\_\_\_\_  
(first) (middle initial) (last)

Position Title: \_\_\_\_\_ Company Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Contact Information: \_\_\_\_\_  
(phone) (email)

Marketing Experience: *(list your product management experience in the last five years.)*

Name/location of organization, Date(s), Experience: \_\_\_\_\_

Education: *(schools & degrees.)* \_\_\_\_\_

Non-credit education: *(product management seminars taken inside our outside your firm within the last three years.)*

Institution, Location, Date(s): \_\_\_\_\_

For more information on the **Certificate of Professional Development: Product Management**, call Barb Wolfe, Program Coordinator, at (608)441-7314 or e-mail her at [bwolfe@exed.wisc.edu](mailto:bwolfe@exed.wisc.edu). We look forward to helping you with your career goals. FAX this application to UW Executive Education at 608-441-7325. *To register or to view the current dates & times of classes, visit our website: [exed.wisc.edu](http://exed.wisc.edu) or call (800)348-8964*