GrowthTribe

Digital Product Management Certificate

Guide every aspect of your products strategy - driving impact and growth.

Maximise the impact of your products

GrowthTribe

CERTIFICATE
Digital Product Management & Strategy

John Doe
successfully completed the course in
Digital Product Management & Strategy
15.06.2023

Develop an innovative product strategy that delivers strategic business value.
Translate market trends and customer needs into data-driven decisions.

Peter van Sabben
Co-founder

Let's start learning!

Digital Product Management& Strategy Certificate

330 students
21 hours
English
English, Dutch
Beginner

Digital Product Management Certificate

Set yourself apart as a Product Manager. Guide every aspect of your products strategy - driving impact and growth. Learn the skills you need to identify new market opportunities, design and implement product roadmaps, whilst measuring and optimising product performance.

Course format

🕐 18 - 24 hrs total	⚙️ No prerequisites
🏃 Self-paced	👥 Join as a team
👛 € 995	↔️ 6 Modules
🏅 Certificate of Completion	🖥️ Blended

Why Product Management?

Rewarding Career Path
Product Management is seen as an in-demand tech job driving growth and innovation. In 2022, 44% of companies were looking to hire product managers.

High Earning Potential
Product management offers a lucrative career opportunity with a base salary ranging from €54,000 to €72,00 for product managers. Increasing as your develop into more senior roles.

Who is this course for?

→ This course is ideal for professionals working in product management or related fields, such as marketing, product development and innovation, design, or technology, who want to advance their product-related skills and knowledge.

→ Individuals looking to transition into a career in product management will find the course beneficial.

→ Strategists and business leaders will find value in accessing up-to-date and relevant frameworks which will drive product-led growth.

What can you expect to learn?

→ During this six module course, you will learn how to set up a customer-centric product strategy, informing your value proposition, product development, measurement and roadmap to ensure differentiation in the market.

→ Balancing business requirements with the best interests of the product and customer. Incorporating insights from market, competitor, and customer research, you will learn how to map the customer journey and draft a business case used to influence stakeholders. Culminating in the delivery of a product roadmap.

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Curriculum Overview

Module 1 – Know your role and market
Compare the position of a product, business, and its audience relative to its competitor landscape to isolate compelling opportunities.

Module 2 – Know your customer
Improve your listening skills in order to map an accurate customer journey based on qualitative insights.

Module 3 – Product steering
Define the customer's problem and frame an effective value proposition. Prioritise features using the KANO model.

Module 4 – Prototype, test, build, learn
Interpret insights from user stories to construct a list of product development requirements for an MVP. Explore lean discovery and development principles.

Module 5 – Drive business value through measurement
Identify meaningful metrics (OKRs and KPIs) to justify product development priorities accounting for business objectives.

Module 6 – The zen of roadmap maintenance
Create product roadmap, justifying delivery plans in order maximise business and customer value.

Industry Expert

Jovana Tokic
Product Leadership Consultant
A product leader with more than 9 years experience in product management across multiple industries.

Core Skills

Market Research	Strategic Vision	Product Requirements
Product Positioning	User Stories	MVP Design
Product Roadmap	Goal Setting	Measurement Strategy

Testimonials

Rik De Vitte
Growth Hacker

Attending a Growth Tribe course is like going on a learning roller coaster.Get ready to: learn new (in high demand) skills, get inspired, have fresh ideas popping into your head and meet new interesting people!

Meagan Cedarbaum
Product Manager

Growth Tribe doesn't only deliver amazing content, learnings, coaches & trainers, but has designed an interactive, fun and seamless online learning experience.

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Your Investment

🦒 GrowthTribe

💡 Choose what's right for you

Key Features	👍 Professional Certificate	⭐ Premium Membership
	€995 One-time purchase.	**€1495** Paid yearly.
Certificates (18-24 hours)	1	15+
Bonus Modules (2 hours)	✖	75+
Bi-weekly Microlearning	✖	✔
Downloadable Resources	✖	100+
35.000+ Community Access	✔	✔
'Ask An Expert'	✔	Priority
Personal Career Coaching	✖	3
Job Board	✔	✔
6x/Month Community Events	✔	✔
Masterclasses	✖	4
Exclusive Senior Leaders Community	✖	✔

🦒 GrowthTribe

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Looking for more than just a Certificate?

Discover our (Membership)
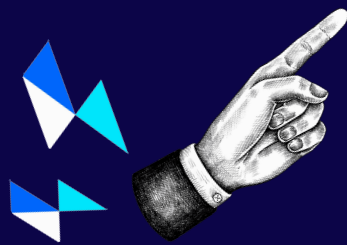
Keep reading to learn how it works and the features you'll enjoy.

GrowthTribe

Access a world of opportunities!
Flexible formats for impactful learning.

Embrace flexible learning in engaging formats that make it **fun and easy.** Explore content at your own pace and join live sessions for an enriched experience – all designed to boost your growth journey.

Certificate

Agile Project Management

John Doe

Certificates

ChatGPT Prompt Engineering

Module 1

Module 2

AI Productivity

Live

Community Event

Discuss questions

Live

Micro-learning

A/B Testing

Coaching Session

Practice along the way

Jobs board

Jobs

Extra modules

AI Productivity

AI Strategy and Mindset

Data Visualisation Basics

Tracking & Analytics

A/B Testing

And more...

Certificate Completion

GrowthTribe

Unlock all 15 internationally recognised certificates.

As a member, you gain access to our complete library of certificates in high-demand **digital skills.** Choose the ones that resonate with your goals, and even bundle them for a deeper skill set that sets you apart.

Data & A.I.	Growth & Marketing	Business & Innovation
A.I. for Business	Digital Marketing	Digital Leadership
Business Analytics	Growth Marketing	Project Management
Data Visualisation & Storytelling	Conversion Rate Optimisation	Agile Project Management
Data Fundamentals	Digital Communication	Design Thinking
	Sales & Business Development	Product Management
		Web3 Foundations
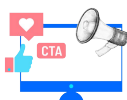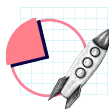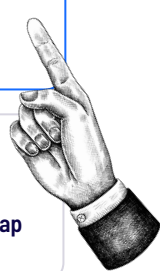
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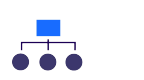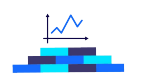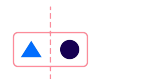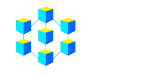
Boost your skills with speed and depth.

Elevate your certificate's value with our flexible **2-hour modules**. As a member, you have the option to take a swift route to skill development with any of our **75+ modules.** Dive into your areas of interest at your own pace with our modular library.

AI Productivity ✓	Product Management Concepts	Data Visualisation Basics	Growth Mindset and Experimentation	AI Business Strategy ✓
Data Visualisation Methods	Data-Informed Decision-Making	Ideation Techniques	Antifragile Leadership ✓	Product Roadmap Development
Rapid Experimentation ✓	Creating a Sales Strategy	Digital Marketing Fundamentals	GenAI for Design	Leading Project Execution
Paid Media for Targeted Audience	Blockchain Case Studies	Data Presentation	Building a Brand Identity	Fundamentals of CRO
Product Mission & Vision	Building a Data Culture	Agile Frameworks & Scrum Essentials	Data-Driven Growth Marketing	Landing Page Optimisation
Content Marketing Strategy	Product-Market Fit	ChatGPT Prompt Engineering	Project Planning and Documentation	Lead Change Management
Funnel Marketing	Predictive Analytics for Business	Descriptive Analytics	Iterative Design ✓	Managing Data Projects
Scaling Complex Projects	Data-Informed Communications	Design Thinking Fundamentals	A/B Testing	Web3, DeFi, The Metaverse, NFTs ✓

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Stay up-to-date with latest developments in your field and apply learnings straight away.

Unlock knowledge on the Go! Dive into **bite-sized** microlearning, **practical** frameworks, and valuable resources. Explore endless job opportunities as you elevate your learning journey anywhere, anytime, and fast-track your path to continuous growth.
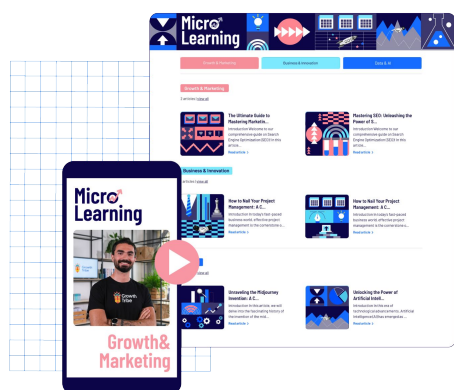
24 micro learnings for busy professionals.

Embrace **10-15 minutes** of effortless learning bi-weekly! Stay sharp and up-to-date in your field, no matter how busy you are.

100+ Downloadable resources for immediate impact.

Hands-on learning for instant application. Swift solutions for personal growth. Access a treasure trove of resources that enable you to effectively apply and integrate learnings from your certificate into real-world scenarios.
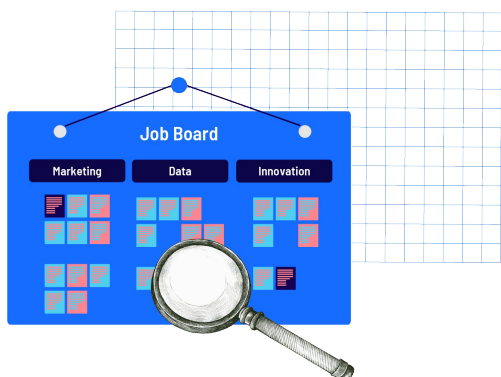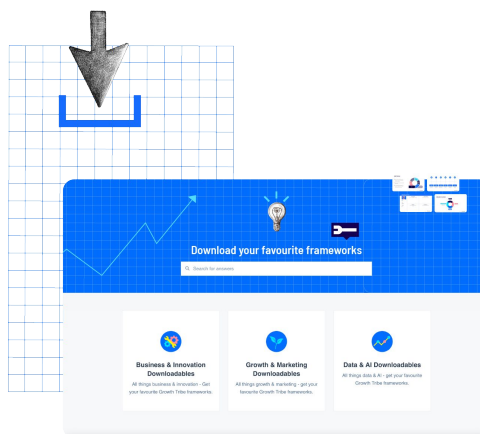
100+ job listings to take your career to new heights.

Ready to level up your career? Dive into a world of endless possibilities with our exclusive job board! Discover new job opportunities to take your career to new heights.

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Connect, collaborate, elevate.
Get support from peers and experts in a dynamic community of 35.000+.

Feeling stuck? Connect with industry experts anytime to get guidance.

Unlock priority access to ask an expert. Gain the advantage of receiving swift and insightful answers, ensuring your learning journey stays on the fast track to success.
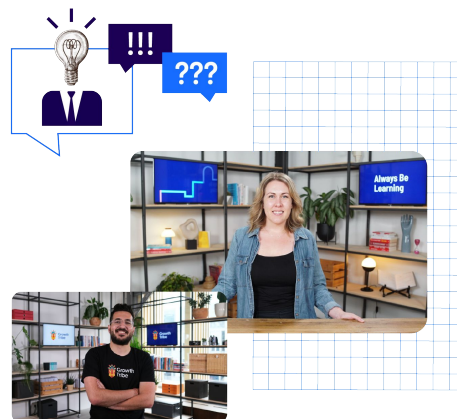
Attend community events and build your network.
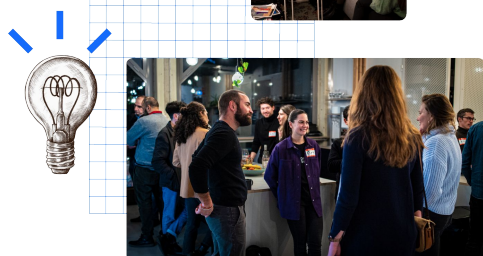
Join vibrant events for networking, learning, and growth.Unlock 4 masterclasses led by experts, delivering focused insights for accelerated progress.

Navigate success with career coaching.

Access three 30-minute sessions with our dedicated coaches. Receive expert guidance tailored to your unique goals, empowering you to discover your own solutions, make informed choices, and conquer challenges.

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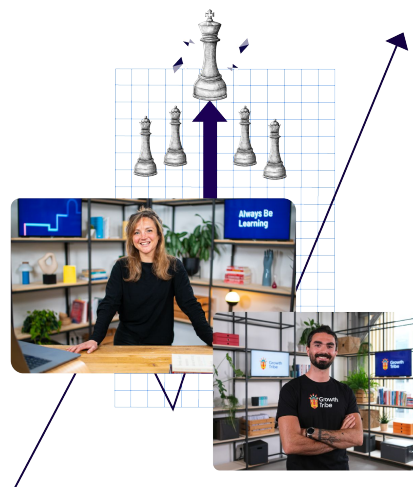
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About us

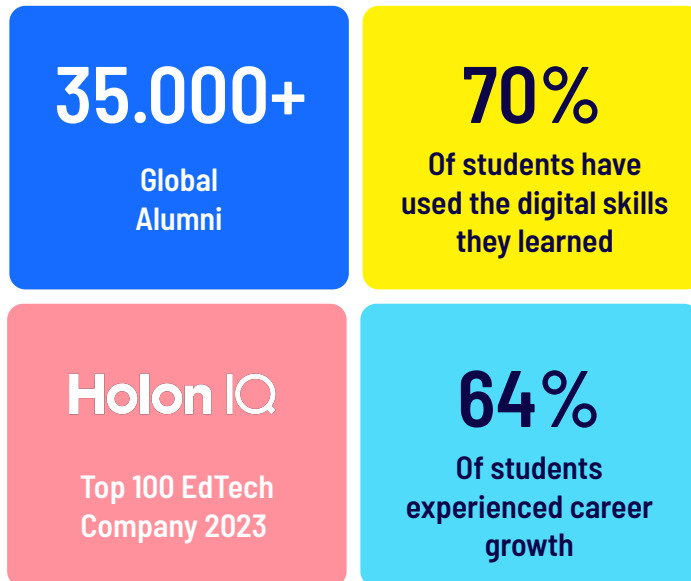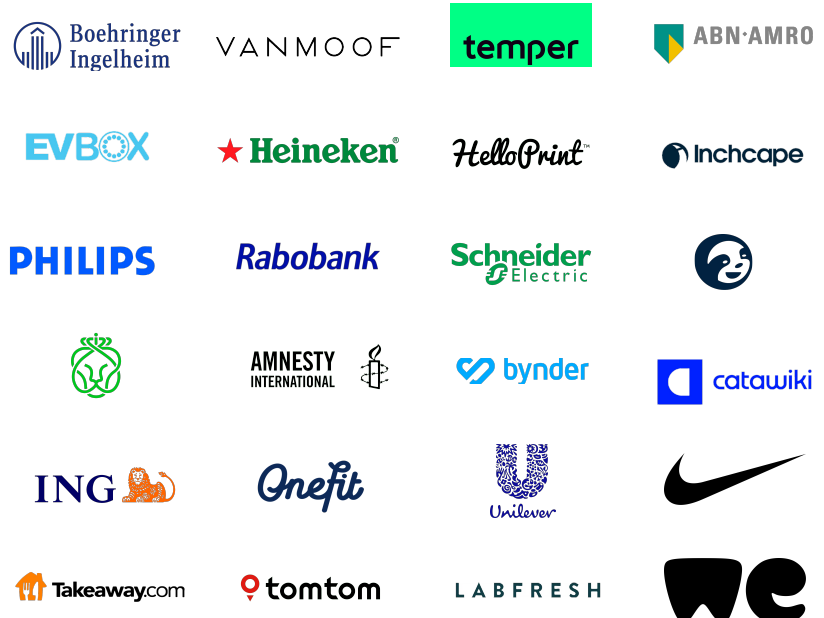Discover a new path to success with Growth Tribe, your partner to upskilling in in-demand digital skills. We specialise in empowering individuals in the fields of Growth & Marketing, Data & AI, and Business & Innovation.

Our courses are designed to be practical, engaging, and fun, ensuring that learning is both rewarding and enjoyable. With a diverse range of learning formats, you have the flexibility to choose what suits you best.

Growth Tribe in numbers

35.000+
Global Alumni

70%
Of students have used the digital skills they learned

Holon IQ
Top 100 EdTech Company 2023

64%
Of students experienced career growth

Companies that trust us

Boehringer Ingelheim · VANMOOF · temper · ABN·AMRO

EVBOX · ★ Heineken® · HelloPrint · Inchcape

PHILIPS · Rabobank · Schneider Electric

AMNESTY INTERNATIONAL · bynder · catawiki

ING · Onefit · Unilever · Nike

Takeaway.com · tomtom · LABFRESH · WE

What do our customers say?

Katie Hudson
Senior Product Operations Manager

shopify

If you want a course where you sit in front of a screen and listen to a PowerPoint, this is not the course for you. If you want a course that is actually engaging, practical and will let you use real examples, it's really helpful. The skills that I gained from the course definitely helped me in my interview process to the next step.
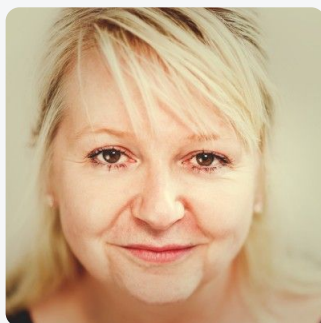
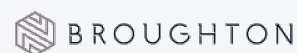## Ashley Mclean
Product Designer

bloom *growth*

I liked how we were collaborating. That's what sets Growth Tribe apart from the course that I did with Coursera, which wasn't interactive. I'm a person who likes collaboration.
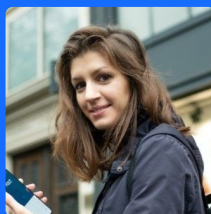
Merran Wrigley
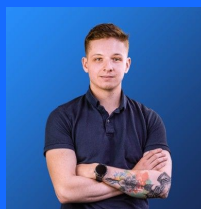### Group Marketing Director

BROUGHTON

As a brand and marketing professional, I found the course entry to approaching my work in a more data-driven and analytical way. I know I will start benefiting from this new knowledge from the first day back in the office. So the investment in terms of time and money will be immediate to both me and my company.

"It exceeded all my expectations. I started it just after I got a new job as Product & Digital Marketer in a startup and the course gave me a huge boost. It was really practical, exactly what I needed and I could implement what I learned right away."

Zsofia Lele
Co-founder & Growth Manager
Pippadu

"Growth Tribe challenges the status quo of universities / MBA programs / etc which have fallen behind in terms of teaching people skills for the data age. You learn far more in one of their 12-week classes than an entire top-tier 3-year degree."

Theodor Andrei
Growth Marketer
Marveltest

GrowthTribe

GrowthTribe

Want to train more than 5 people?

Wanna know more?

Click here to learn more.