

# Course Catalog

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[productschool.com](https://productschool.com)

548 Market Street, PMB 22502, San Francisco, CA 94104 | (415) 938-3858

# Course Catalog

## About us

Product School is an education company that offers online Product Management training.

Our instructors are professionals with over 3 years of real-world product management experience working at renowned tech companies like Google, LinkedIn, and other technology startups. Our students range from aspiring Product Managers and Product Marketers to professionals with over 3 years of experience in technology, business, or design roles.

All our training is compatible with a regular work schedule and our online course format offers flexibility to students in multiple time zones.

This is not your traditional lecture class. Expect a healthy mix of group work and hands-on experience building your own digital product from end to end.

## Mission and Objectives

### Institutional Mission Statement

Product School's mission is to lower education barriers and provide students with the tools and skills necessary for success in Product Management and the tech industry.

### Course Offered

Product School offers the following courses:

- Product Manager Certification
- Product Leader Certification
- Product Marketing Manager Certification
- Artificial Intelligence for Product Certification
- Product Growth Certification

### Course Objectives

#### Product Manager Certification

At the completion of this course, students will:

- Understand how to comfortably work with engineers, designers, and business professionals
- Understand frameworks, tools, and processes used by product managers, including research, a/b testing, prototyping, user testing, and requirement definition

## **Product Leader Certification**

At the completion of this course, students will:

- Develop and communicate a product strategy
- Lead, coach, and evaluate a product team
- Analyze and make decisions based on product financials
- Generate insights from qualitative and quantitative analysis

## **Product Marketing Manager Certification**

At the completion of this course, students will:

- Learn key Go-to-Market strategy principles to align teams with a shared vision and language
- Inform product & marketing decisions with market insights and competitive intelligence
- Position products by articulating the unique context of your products and clearly define target personas
- Craft compelling product messaging that resonates with diverse customer segments across all channels
- Develop pricing and packaging strategies in collaboration with revenue teams
- Get buy-in from executives by presenting a comprehensive Go-to-Market strategy

## **Artificial Intelligence for Product Certification**

At the completion of this course, students will:

- Understand how Generative AI models work, and learn how recent advancements in AI are changing software.
- Learn how managing AI products differs from typical software development products and how to create an AI Product Strategy to apply advanced technologies to drive business results.
- Learn how to effectively experiment with and measure AI-powered products in a non-deterministic world.
- Gain hands-on experiences through building AI-powered functionality to understand how these technologies work, their strengths and weaknesses, best practices for user experiences.
- Understand the risks and challenges a Product Manager needs to keep their users and businesses safe in this new era.
- Learn how to craft user experiences of non-deterministic products and build trust.

## **Product Growth Certification:**

At the completion of this course, students will:

- Understand and apply key growth principles, including acquisition, activation, retention, and monetization, across both B2B and B2C products.
- Leverage data and experimentation to inform product growth strategies and drive decision-making.
- Design growth strategies that integrate acquisition channels, user engagement, retention plans, and monetization models.
- Gain hands-on experience with essential growth tools to analyze data, optimize strategies, and scale product growth.
- Explore growth product management roles and understand the evolution of growth teams in cross-functional environments.

Product School does not represent the educational objective of the Product Marketing Manager, Artificial Intelligence for Product Certification, or Product Growth Certification programs lead to employment or a career, or prepares students with the skills and knowledge necessary to satisfy the qualifications for licensure in a specified career, occupation, vocation, job, or job title.

## Facility

The main campus consists of office space. The mailing address is 548 Market Street, PMB 22502, San Francisco, CA 94104.

Classes are taught via distance education. Coursework is completed at a location determined by the student.

## Minimum Equipment Recommendations

Students are required to provide their own computers. Product School, therefore, requires that students and users have the equipment and/or peripherals which can be reasonably expected to adequately function with the Product School Service in the following areas: operating system, web camera and microphone, internet access, and web browsers. Students will be notified of the specific software applications required for the program in which they are enrolled prior to the first class session, or as the sessions progress, as required.

All Distance Education Programs require the student to have a standard computer with internet access, as well as specific software applications that are available for free on the Internet.

The browser version of the LMS only supports Android tablets with an 8" screen or larger and Apple iPads of all sizes. For optimal usage of the platform, we recommend the use of the Go.Learn mobile app, which supports any screen size and older devices.

## Holidays

Product School is closed on the following federal holidays: New Year's Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

Product School may choose to reschedule classes at its discretion with advance notice to students. Opportunities to make up any material missed will be provided.

## Hours of Operation

### Class Hours

Monday – Friday 8:00 am – 9:00 pm PST  
Saturday 8:00 am – 3:00 pm PST

### Administrative Office Hours

Monday – Friday 9:00 am – 5:00 pm PST

# Course Descriptions and Objectives

## Product Manager Certification

The Product Manager Certification is a 6-week part-time or 1-week full-time course that is suited for aspiring Product Managers from any professional background. Learn how to build digital products from end to end, lead cross-functional teams, bulletproof your resume, and prepare for interviews.

This program consists of 30 clock hours (one clock hour is defined as 50 minutes of instruction). At least 85% attendance of total course hours is required for completion.

Program Type	Total Hours	Style	Number of Weeks
Synchronous (Part-Time)	30	Live Instruction Out of Class Work (approximately 35 hours)	6 weeks or 1 week

At the completion of this course, students will:

- Understand how to work comfortably with engineers, designers, and business professionals
- Understand frameworks, tools, and processes used by product managers including research, a/b testing, prototyping, user testing, and requirement definition

## Student Assessment

Students will be assessed based on their weekly activities and final projects, as well as their training progress and comprehension. Students will receive a final grade of PASS/FAIL. Product School will provide a response to submitted materials within 10 days of receipt.

## Course Completion Requirements

To complete the training, students must attend at least 85% of the total course hours, complete all activities, final project, final survey, and receive a final grade of PASS. Students with outstanding balances will not be eligible for course completion.

## Product Leader Certification

Product School's Product Leadership Certification is a 6-week part-time or 1-week full-time course program for experienced Product Managers looking to advance into a more strategic leadership role. This advanced certification is not for everyone. If you have experience in a Product Management role and want to take your career to the next level, this training will give you the skills, confidence, and direction. Through hands-on work, practical exercises, and case studies, you'll dive deeper into how to implement PM best practices at the strategic level to impact your company's portfolio and outcomes significantly.

This program consists of 30 clock hours (one clock hour is defined as 50 minutes of instruction). At least 85% attendance of total course hours is required for completion.

Program Type	Total Hours	Style	Number of Weeks
Synchronous (Part-Time)	30 clock hours	Live Instruction Out of Class Work (approximately 20 hours)	6 weeks or 1 week

At the completion of this course, students will:

- Develop and communicate a product strategy
- Lead, coach, and evaluate a product team
- Analyze and make decisions based on product financials
- Generate insights from qualitative and quantitative analysis

### **Student Assessment**

Students will be assessed on their weekly activities and final projects, as well as their training progress and comprehension. Students will receive a final grade of PASS/FAIL.

### **Course Completion Requirements**

To complete the training, students must attend at least 85% of the total course hours, complete all activities, final project, final survey, and receive a final grade of PASS. Students with outstanding balances will not be eligible for course completion.

## **Product Marketing Manager Certification**

Product School's Product Marketing Manager Certification is a 3-week part-time course for aspiring Product Marketing Managers with 2-3 years of professional experience and current Product Managers. Learn how to bring your products to market successfully by crafting your own Go-to-Market strategy.

This program consists of 15 clock hours (one clock hour is defined as 50 minutes of instruction). At least 80% attendance of total course hours is required for completion.

Program Type	Total Hours	Style	Number of Weeks
Synchronous (Part-Time)	15 clock hours	Live Instruction Out of Class Work (approximately 6 hours)	3 weeks

At the completion of this course, students will:

- Learn key Go-to-Market strategy principles to align teams with a shared vision and language
- Inform product & marketing decisions with market insights and competitive intelligence
- Position products by articulating the unique context of your products and clearly define target personas
- Craft compelling product messaging that resonates with diverse customer segments across all channels
- Develop pricing and packaging strategies in collaboration with revenue teams
- Get buy-in from executives by presenting a comprehensive Go-to-market strategy

### **Student Assessment**

Students will be assessed on their weekly activities and final projects, as well as their training progress and comprehension. Students will receive a final grade of PASS/FAIL.

### **Course Completion Requirements**

To complete the training, students must attend at least 80% of the total course hours, complete all activities, final project, final survey, and receive a final grade of PASS. Students with outstanding balances will not be eligible for course completion.

## Artificial Intelligence for Product Certification

Product School's Artificial Intelligence for Product Certification is a 3-week part-time program for Product Managers with 2-3 years of professional experience. Learn how to help leverage AI for product management framework to generate ideas and identify potential opportunities for AI products.

This program consists of 15 clock hours (one clock hour is defined as 50 minutes of instruction). At least 80% attendance of total course hours is required for completion.

Program Type	Total Hours	Style	Number of Weeks
Synchronous (Part-Time)	15 clock hours	Live Instruction Out of Class Work (approximately 5 hours)	3 weeks

At the completion of this course, students will:

- Understand how Generative AI models work, and learn how recent advancements in AI are changing software
- Learn how managing AI products differs from typical software development products, and how to create an AI Product Strategy to apply advanced technologies to drive business results
- Learn how to effectively experiment with and measure AI-powered products in a non-deterministic world
- Gain hands-on experiences through building AI-powered functionality to understand how these technologies work, their strengths and weaknesses, best practices for user experiences
- Understand the risks and challenges a Product Manager needs to keep their users and businesses safe in this new era
- Learn how to craft user experiences of non-deterministic products and build trust

### Student Assessment

Students will be assessed on their weekly activities and final projects, as well as their training progress and comprehension. Students will receive a final grade of PASS/FAIL.

### Course Completion Requirements

To complete the training, students must attend at least 80% of the total course hours, complete all activities, final project, final survey, and receive a final grade of PASS. Students with outstanding balances will not be eligible for course completion.

## Product Growth Certification

Product School's Product Growth Certification is a 3-week part-time program for Product Managers with 2-3 years of professional experience. Learn how to leverage product experimentation frameworks to uncover growth opportunities and accelerate revenue.

This program consists of 15 clock hours (one clock hour is defined as 50 minutes of instruction). At least 80% attendance of total course hours is required for completion.

Program Type	Total Hours	Style	Number of Weeks
Synchronous (Part-Time)	15 clock hours	Live Instruction	3 weeks

At the completion of this course, students will:

- Understand and apply key growth principles, including acquisition, activation, retention, and monetization, across both B2B and B2C products.
- Leverage data and experimentation to inform product growth strategies and drive decision-making.
- Design growth strategies that integrate acquisition channels, user engagement, retention plans, and monetization models.
- Gain hands-on experience with essential growth tools to analyze data, optimize strategies, and scale product growth.
- Explore growth product management roles and understand the evolution of growth teams in cross-functional environments.

### **Student Assessment**

Students will be assessed on their weekly activities and final projects, as well as their training progress and comprehension. Students will receive a final grade of PASS/FAIL.

### **Course Completion Requirements**

To complete the training, students must attend at least 80% of the total course hours, complete all activities, final project, final survey, and receive a final grade of PASS. Students with outstanding balances will not be eligible for course completion.

## **Admissions Policies and Procedures**

Admission to any Product School program requires all applicants to be at least 18 years of age or older on or before the start of the course. Applicants must complete the admissions application and select the desired program. Based on all programs being taught at a distance, successful completion of the online application process demonstrates readiness for a distance education program. Program requirements must also be met for acceptance into the program.

## **Program Requirements**

Program Name	Admissions Requirement
Product Manager Certification	Prospective student has no previous experience with Product Management. Prospective student is seeking their first product management role.
Product Leader Certification	Prospective student is currently employed in the field of product management. Titles can include: Associate Product Manager, Product Manager, Senior Product Manager, Group Product Manager, Director of Product Management, or similar. Prospective student is seeking a promotion in their product management career, including becoming a people leader.
Product Marketing Manager Certification	Prospective student is currently employed in the field of product management. Titles can include: Associate Product Manager, Product Manager, Senior Product Manager, Group Product Manager, Director of Product Management, or similar. Prospective student is seeking to expand their expertise in product marketing.
Artificial Intelligence for Product Certification	Prospective student is currently employed in the field of product management. Titles can include: Associate Product Manager, Product Manager, Senior Product Manager, Group Product Manager, Director of Product Management, or similar. Prospective student is seeking to expand their expertise in GenAI for product management.

Product Growth Certification	Prospective student is currently employed in the field of product management. Titles can include: Associate Product Manager, Product Manager, Senior Product Manager, Group Product Manager, Director of Product Management, or similar.  Prospective student is seeking to expand their skills in growth and experimentation to accelerate product revenue.
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## Admissions Procedures

Product School offers two options for prospective students to apply for a program.

### Indirect Enrollment:

- The applicant selects program, program start date, and completes program application
- The applicant completes a telephone interview with the Admissions Team to discuss the applicant's prior work experience and goals, and determine their ability to do coursework at a distance
- Based on the interview, the Admissions Team will determine if the chosen program is suitable for the applicant based on their experience and goals

Telephone interviews conducted by the Admissions Team are not required, but are highly recommended to ensure the applicant's chosen program fits the applicant's goals and prior work experience.

### Direct Enrollment:

- The applicant selects the program, start date, and completes the program application
- Once the application is submitted, the Student Success Team will review the submission and the applicant's prior work experience
- The Student Success Team will contact the applicant within 48 hours during administrative office hours
- Based on the review, the Student Success Team will determine if the chosen program is suitable for the applicant based on the applicant's experience and goals, and determine the ability to do coursework at a distance

## Admissions Deadline

For all part-time evening and weekend courses, the admissions deadline is one (1) week before the first meeting of the course. Product School reserves the right to make exceptions and admit students to a given course after the admissions deadline has passed under special circumstances. Due to the short nature of the courses, students will not be admitted to a course after it has begun.

## Transfer of Credit

Product School courses are not credit-bearing. Product School does not accept hours or credit from other institutions through transfer of credit, challenge examinations, achievement tests, or experiential learning. Courses taken at Product School are unlikely to count as transfer credit at another institution. Product School does not give or evaluate experiential learning credit.

## Notice Concerning Transferability of Credits and Credentials Earned at Our Institution

The transferability of credits you earn at Product School is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the \_\_\_\_\_ certification you earn in the educational program is also at the complete discretion of the institution to which you may seek to transfer. If the certification you earn at this institution is not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason, you should make

certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending Product School to determine if your certification will transfer.

This institution has not entered into an articulation or transfer agreement with any other institution.

## **International Students and Language Services**

Product School does not provide any visa services nor vouches for student status. Fluency in English is required; Product School does not provide any language instruction. All instruction takes place in English. TOEFL and other language-related documentation is not accepted.

English language proficiency for the purposes of attending Product School is determined through the admissions process. The admissions process and interviews with the Admissions Team or Student Success Team are designed to reflect the level of communication required to succeed in the course. Applicants who succeed in the application process possess sufficient English language capacity to succeed at Product School and as a Product Manager or Product Marketing Manager.

## **Academic Policies**

### **Hours**

Academic credit is measured in clock hours. One (1) clock hour is defined as a fifty (50) minute period of instruction.

### **MakeUp Class Policy**

Product School understands that it may be necessary to make up for a class, and allows each student to make up missed classes via video recordings, up to a maximum of one (1) weekend or two (2) weeknight classes. Please note that Product School is not obligated to accommodate every request.

### **Code of Conduct**

All students are expected to conduct themselves in a manner that supports and promotes the educational mission of Product School. Integrity, respect for one another, and a commitment to intellectual and personal growth in a diverse population are values fundamental to the Product School community.

Product School acknowledges that bias-based conduct can threaten the mental health and safety of students and the community. Therefore, evidence that the student's conduct was motivated by bias regarding an individual or group's real or perceived race, color, creed, religion, sex, gender, national origin, citizenship, ethnicity, marital status, age, disability, sexual orientation, gender identity and gender expression, reproductive health decisions, and/or veteran status may result in dismissal of the student.

### **Probation**

Product School does not provide a probation option. If a student is not making satisfactory progress as determined by the Student Assessment procedures described in the Course Description, the student may be withdrawn from the program.

### **Attendance**

Product Manager Certification and Product Leader Certification have 30 hours of instruction. Students are required to attend at least 85% of the total course hours to be eligible to complete the course. Students are encouraged to attend

each class. If a student fails to attend 4.5h of class out of 30 total hours of instruction and does not make up for the missed work, the student may be administratively withdrawn from the course.

Artificial Intelligence for Product Certification and Product Marketing Manager Certification have 15 hours of instruction. Students are required to attend at least 80% of total course hours to be eligible to complete the course. Students are encouraged to attend each class. If a student fails to attend 2.5h of class out of 15 total hours of instruction and does not make up for the missed work, the student may be administratively withdrawn from the course.

## Leaves of Absence / Paused Policy and Request

A Leave of Absence or Pause (LOA) is a temporary interruption in a student's program of study. LOA refers to the specific time period during an ongoing program when a student is not in academic attendance. Product School may allow one LOA for 2 months from the requested day at its discretion. Students must request a Leave of Absence in advance unless unforeseen circumstances prevent the student from doing so, and that:

- The request must be in writing and sent to [students@productschool.com](mailto:students@productschool.com); and
- The request must include the student's reason for the LOA

The reasons for which a leave of absence may be approved include:

- Personal and/or family medical issues;
- Death in the family;
- Vacation; or
- Other mitigating circumstances.

Product School may grant an LOA to a student who did not provide the request before the LOA due to unforeseen circumstances if:

- Product School documents the reason for its decision;
- Product School collects the request from the student at a later date; and
- Product School established the start date of the approved LOA as the first date the student was unable to attend.

If approved, the official Leave of Absence / Pause will extend the contract period by the same number of days designated in the leave document or used by the student. The student is not eligible for services from Product School during the period of the LOA, except for transcript request(s). The student will resume the program on the scheduled date of return. No additional charges will be assessed as a result of an LOA. A student granted an LOA in accordance with this policy is not considered to have withdrawn, and no refund calculation is required at this time.

The Leave of Absence / Pause may not exceed two months for the current program enrolled in unless an extended period is agreed to due to unforeseen circumstance(s) and approved by Product School.

A student will be withdrawn if the student takes an unapproved LOA or does not return by the expiration of an approved LOA, and the student's withdrawal date will be the student's last date of attendance. A withdrawn student may apply for re-entry and if accepted for enrollment, will be subject to the full program cost published at the time of re-enrollment.

## Completion

After completing the program, a certification of completion in the form of a Transcript of Study is issued within 30 calendar days to each student who has successfully completed a Product School course and paid in full.

## Standards of Progress and Student Achievement

Product School measures student progress carefully through weekly activities and a final project. Students will receive live feedback from instructors based on student progress and comprehension. Projects are reviewed on a completion basis. To complete Product School's trainings for the Product Manager Certification and the Product Leader

Certification, students must attend at least 85% of the total course hours, submit all required assignments, and complete the final course survey. As for the Product Marketing Manager Certification and Artificial Intelligence for Product Certification, students must attend at least 80% of the total course hours, submit all required assignments, and complete the final course survey. Students will receive a final grade of PASS/FAIL:

P PASS. Has satisfactorily met all minimum program requirements

F FAIL. Has not satisfactorily met all minimum program requirements

If the student has not completed the coursework and earned a grade at the end of the course, the instructor may issue the following grade:

W WITHDRAW. The student may withdraw from any course before the end of the course. At the end of the term, the instructor may withdraw the student from the course and issue a W when the instructor believes the student's progress is insufficient to warrant an extension. A student who withdraws or is administratively withdrawn must retake the course and is responsible for a new tuition payment for that course of study.

## **Student Rights**

Students have the right to equal opportunity education and non-discrimination based on sex, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, sexual orientation, or other categories protected by law of the states in which we operate.

1. Students have the right to view their own academic records
2. Students have the right to cancel or withdraw from their course, as per Product School's Cancellation, Withdrawal, and Refund Policy
3. Students have the right to file a grievance, as per Product School's Grievance Procedure

## **Student Services**

### **Housing**

Product School neither offers any dormitory housing nor student housing assistance. Product School does not assume any responsibility for student housing. According to rentals.com for San Francisco, CA, rental properties start at approximately \$1,250.00 per month.

### **Library**

Product School maintains a regularly updated collection of additional resources and materials to which all students enrolled in courses at Product School receive access. These materials are available in the institution's learning management system, which all students receive access to upon enrollment. Materials are available 24 hours a day and accessible with an internet connection. Students are required to obtain their own internet access.

### **Careers & Job Placement Assistance**

Product School does not offer Career Services or job placement services to students or alumni. Programs fall under Standard Occupational Code: 11-9199, Manager.

### **Student Records**

Student records for all students are kept for five years. Transcripts are kept permanently. Student transcripts and all records are maintained electronically. Product School takes reasonable precautions to protect the privacy of personal student information.

## **Grievance Procedures**

### **Internal Grievance Procedure**

Persons seeking to resolve problems or complaints should contact the Student Success Team for any ethics issues or grievances about classes, students, instructors, staff members, or situations. Any contact/discussion with the Student Success Manager is completely confidential, and every effort will be made by Product School to resolve students' grievances swiftly and fairly.

## **External Grievance Procedure**

A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling the toll-free phone number at 888-370-7589, or by completing a complaint form, which can be obtained on the Bureau's Internet Web Site: [www.bppe.ca.gov](http://www.bppe.ca.gov).

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at 1747 N. Market Blvd., Suite 225, Sacramento, CA 95834

P.O. Box 980818, West Sacramento, CA 95798-0818, [www.bppe.ca.gov](http://www.bppe.ca.gov), (888) 370-7589 or by fax (916) 263-1897.

## **Cancellation, Withdrawal, Dismissal and Refund Policy**

### **Student's Right to Cancel**

The Student has the right to cancel this Enrollment Agreement with only the \$250 non-refundable registration fee charge through attendance at the first class session (first-day course materials are accessed) or seven days after enrollment, whichever comes later. Cancellation is effective when the student provides a written notice of cancellation to the Student Success Team. The written notice of cancellation must be sent via email to [students@productschool.com](mailto:students@productschool.com). The written notice of cancellation need not take any particular form and however expressed; it is effective if it shows that the student no longer wishes to be bound by the Enrollment Agreement. If the Enrollment Agreement is canceled the school will refund the student any money paid, less the \$250 non-refundable registration fee, within 30 days after the notice of cancellation is received.

### **Withdrawal**

Students may withdraw from the school at any time after the cancellation period (described above) and refunds are determined in accordance with the Refund Policy stated below. For the purpose of determining a refund under this section, a student shall be deemed to have withdrawn from a course of instruction when any of the following occurs:

**Student-Initiated Withdrawal:** The student notifies the institution in writing of the student's withdrawal or as of the date of the student's withdrawal, whichever is later. The notification is effective when Product School receives notice via email.

**Administrative Withdrawal:** The institution terminates the student's enrollment for failure to maintain satisfactory progress, failure to abide by the rules and regulations of the institution; absences in excess of the maximum set forth by the institution; and/or failure to meet financial obligations to the school.

Students who withdraw due to an emergency, such as personal or family illness or national service, may be re-enrolled into another Product School course following approval by the Student Success Team.

### **Dismissal**

Product School reserves the right to terminate a student's training at any point and remit a pro-rata refund in accordance with the Refund Policy stated below.

### **Reschedule Policy**

A student may request to reschedule their course start date to another course start date if space is available in the requested course. A non-refundable reschedule fee of \$300 USD will be assessed for any course that gets rescheduled

without at least 30 calendar days prior notice. If a course reschedule is requested more than 30 calendar days in advance, no fee will be assessed.

## **Bundle Payment Policy**

When a student purchases a Bundle, they receive a discount by committing to two or more courses and enrolling in all courses within a specific timeframe. The timeframe depends on the number of courses selected as part of the Bundle. For each course in the Bundle, a separate Enrollment Agreement is executed and added to the student file.

For Bundle downgrades or refunds, students are responsible for the original full price of all courses taken, either fully or partially, and forfeit any previous Bundle discounts.

If a student commits to a two-course bundle, they must enroll in both courses within six months of the Bundle Ledger agreement date. For Bundles with more than two courses, students must enroll in all courses within 12 months from the Bundle Ledger agreement date. Failure to enroll in all courses within the stipulated time frame may result in the forfeiture of the discount given with the original Bundle purchase.

## **Late Fee**

If a student holds an outstanding balance after the course end date, a one-time \$75 USD late fee will be applied, as well as a 1.5% interest charge on the total due each month thereafter.

## **Refund Policy**

All refunds will be paid within 30 days of withdrawal. Refunds will be less than a \$250 non-refundable registration fee. If the student purchased a Bundle, a \$250 non-refundable registration fee per course in the Bundle will apply. If a student withdraws, the student will receive a pro-rata refund if they have completed 60% or less of the course through the last day of attendance. The student will be responsible for 100% of the tuition for the course if more than 60% of the course has been completed, even if the student does not complete the entire course. A pro-rata refund under the Code shall be no less than the total amount owed by the student for the portion of the educational program provided, subtracted from the amount paid by the student. To determine the refund amount, the date of the student's withdrawal shall be deemed the last date of recorded attendance. The amount owed equals the hourly charge for the course (total institutional charge for a single course or the base price for a Bundle) minus any applicable non-refundable registration fees, divided by the number of hours in the course, multiplied by the number of hours scheduled to attend prior to withdrawal.

If any portion of the tuition was paid from the proceeds of a loan or third party, the refund shall be sent to the lender, third party or, if appropriate, to the state or federal agency that guaranteed or reinsured the loan. If the student has received federal student financial aid funds, the student is entitled to a refund of moneys not paid from federal student financial aid program funds. Product School does not participate in federal or state financial aid programs.

If the student obtains a loan to pay for an educational program, the student will have the responsibility to repay the full amount of the loan plus interest, less the amount of any refund. If the student defaults on a federal or state loan, both of the following may occur: (1) The federal or state government or a loan guarantee agency may take action against the student, including garnishing an income tax refund; and (2) The student may not be eligible for any other government financial assistance at another institution until the loan is repaid.

## Bundle Refund Policy

If you request a downgrade from a multiple-course Bundle to a single course or request a refund, you will be responsible for the original full price of all courses taken, whether fully or partially completed. All bundle discounts will be forfeited. Additionally, you may be responsible for a \$250 non-refundable registration fee for each of the remaining courses in the original Bundle that were not taken.

## Tuition Fees

Product School offers various tuition credits for students in certain areas and engaging in certain payment plans. Unless otherwise agreed to in a private lending agreement and as approved by Product School, students must issue payment for 100% of the total tuition by the due date.

Course	Registration Fee (non-refundable)	STUDENT TUITION RECOVERY FUND STRF (nonrefundable) for every \$1,000 rounded to the nearest \$1,000 of institutional charges. <i>(Applicable to California Resident While Enrolled, Or Enrolled in a Residency Program). Not applicable to the Artificial Intelligence for Product Certification program and Product Marketing Manager Certification program</i>	Tuition	Total Cost
Product Manager Certification	\$250.00			
Product Leader Certification	\$250.00			
Product Marketing Manager Certification	\$250.00	\$0.00		
Artificial Intelligence for Product Certification	\$250.00	\$0.00		
Product Growth Certification	\$250.00	\$0.00		

### Product Manager Certification

Total Charges For Current Period Of Attendance

Estimated Total Charges For The Entire Educational Program

### Product Leader Certification

Total Charges For Current Period Of Attendance

Estimated Total Charges For The Entire Educational Program

### Product Marketing Manager Certification

Total Charges For Current Period Of Attendance

Estimated Total Charges For The Entire Educational Program

#### **Artificial Intelligence for Product Certification**

Total Charges For Current Period Of Attendance

Estimated Total Charges For The Entire Educational Program

#### **Product Growth Certification**

Total Charges For Current Period Of Attendance

Estimated Total Charges For The Entire Educational Program

## **Student Tuition Recovery Fund**

The State of California established the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic loss suffered by a student in an educational program at a qualifying institution, who is or was a California resident while enrolled, or was enrolled in a residency program, if the student enrolled in the institution, prepaid tuition, and suffered an economic loss. Unless relieved of the obligation to do so, you must pay the state-imposed assessment for the STRF, or it must be paid on your behalf, if you are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition. You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if you are not a California resident, or are not enrolled in a residency program.

It is important to keep copies of your Enrollment Agreement, financial aid documents, receipts, or any other information that documents the amount paid to the school. Questions regarding the STRF may be directed to the Bureau for Private Postsecondary Education, 1747 North Market Blvd., Suite 225, Sacramento, CA 95834, (916) 574-8900 or (888) 370-7589.

To be eligible for STRF, you must be a California resident or enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The institution, a location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not choose to participate in a teach-out plan approved by the Bureau or did not complete a chosen teach-out plan approved by the Bureau.
2. You were enrolled at an institution or a location of the institution within the 120-day period before the closure of the institution or location of the institution or were enrolled in an educational program within the 120-day period before the program was discontinued.
3. You were enrolled at an institution or a location of the institution more than 120 days before the closure of the institution or location of the institution, in an educational program offered by the institution as to which the Bureau determined there was a significant decline in the quality or value of the program more than 120 days before closure.
4. The institution has been ordered to pay a refund by the Bureau but has failed to do so.
5. The institution has failed to pay or reimburse loan proceeds under a federal student loan program as required by law or has failed to pay or reimburse proceeds received by the institution in excess of tuition and other costs.
6. You have been awarded restitution, a refund, or other monetary awards by an arbitrator or court, based on a violation of this chapter by an institution or representative of an institution, but have been unable to collect the award from the institution.
7. You sought legal counsel that resulted in the cancellation of one or more of your student loans and has an invoice for services rendered and evidence of the cancellation of the student loan or loans.

To qualify for STRF reimbursement, the application must be received within four (4) years from the date of the action or event that made the student eligible for recovery from STRF.

A student whose loan is revived by a loan holder or debt collector after a period of non-collection may, at any time, file a written application for recovery from STRF for the debt that would have otherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made the student eligible, the student must have filed a written application for recovery within the original four (4) year period, unless the period has been extended by another act of law.

However, no claim can be paid to any student without a social security number, or a taxpayer identification number.

## Approval

This institution is a private institution approved to operate by the California Bureau for Private Postsecondary Education. (BPPE) Approval to operate means the institution is compliant with minimum standards contained in the California Private Postsecondary Education Act of 2009 (as amended) and Division 7.5 of Title 5 of the California Code of Regulations.

This catalog includes programs approved by the California Bureau for Private Postsecondary Education and subject to the California Private Postsecondary Education Act of 2009 and others that are not. Certain rights and protections outlined in this catalog, including but not limited to student refund rights, cancellation rights, and Student Tuition Recovery Fund (STRF) eligibility, apply only to the following state-approved programs:

- Product Manager Certification
- Product Leader Certification
- Product Marketing Manager Certification
- Artificial Intelligence for Product Certification
- Product Growth Certification

## Financial Assistance And Student Loans

Product School is not accredited by an accrediting agency recognized by the United States Department of Education.

The school does not participate in either State or Federal financial aid programs, nor does it provide financial aid directly to its students. A student enrolled in an unaccredited institution is not eligible for federal financial aid programs. No financial aid is offered.

If a student obtains a loan to pay for Product School, the student will have to repay the full amount of the loan plus interest, less the amount of any refund. If a student receives federal student financial aid funds, the student is entitled to a refund of the money not paid from federal financial aid funds.

This institution has not had a pending petition in bankruptcy, is not operating as a debtor in possession, and has not filed a bankruptcy petition within the preceding five years nor has had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code.

## State of California Assistance

The Office of Student Assistance and Relief is available to support prospective students, current students, or past students of private postsecondary educational institutions in making informed decisions, understanding their rights,

and navigating available services and relief options. The office may be reached by calling (888) 3707589, option #5, or by visiting [osar.bpp.ca.gov](http://osar.bpp.ca.gov).

## Faculty

The instructors at Product School are professionals in the industry with at least 3 years of experience in their field. New instructors are always being brought in to provide instruction. Please see the most current addenda to this catalog for a list of current faculty members.

## Course Catalog Addenda for Faculty

The most recently dated exhibit is to be considered current. A comprehensive list of instructor profiles and biographies can be found at <https://productschool.com/instructor/>.

The catalog faculty addenda is updated annually.

## EXHIBIT A: Current Faculty

<b>Aditi Mediratta</b>	Aditi Mediratta is a seasoned Product Marketing Leader at LinkedIn, specializing in empowering job seekers to maximize their potential on the platform. With a keen focus on understanding user needs, Aditi collaborates closely with global teams and product leadership to drive product-market fit and foster product-led growth.
<b>Ahmed Wafaey</b>	Ahmed Wafaey is a seasoned product leader with a profound passion for the intersection of technology, business, and life. With a wealth of experience in launching B2C and B2B software products, Ahmed excels in end-to-end product lifecycle management.
<b>Anamika Datta</b>	Anamika is a Senior Product Manager at Zalando with six years of professional experience in working in and leading product teams across India and Germany. She has worked in Consumer Products, Enterprise Products, as well as B2B across industries.
<b>Anastasiia Zholobova</b>	Anastasiia Zholobova is a Group Product Manager at Delivery Hero, boasting eight years of expertise in building and managing in-house ad tech products, search engines, mobile geo services, and social networks. Her proficiency spans agile product development, B2B/B2C marketing, advertising technologies, data analysis, market research, and strategic partnerships.
<b>Ankur Jha</b>	Ankur Jha is a seasoned Product Manager with over 14 years of experience in crafting innovative, customer-focused solutions. As the Manager of Product, Automation & AI at Amazon, he leads a dynamic team dedicated to enhancing user experiences and driving business growth through cutting-edge products and services.
<b>Anmol Saxena</b>	Anmol is a Senior Product Manager at Amazon, looking after product strategy, vision, and roadmap of core customer experience in Canada. He's launched highly successful products for millions of customers and improved key metrics like engagement, satisfaction, and revenue.
<b>Ashish Sharma</b>	Ash Sharma is a visionary product leader with a proven track record in building innovative products and high-performing teams. Currently, he leads Alexa's advancement as a conversational Generative AI assistant at Amazon, where he has made Alexa more helpful, personalized, and accessible.

<b>Cara de Freitas Bart</b>	Cara de Freitas Bart is a distinguished leader in the field of product management, currently serving as the Group Product Manager at LinkedIn. Leading the LinkedIn Learning Enterprise team, Cara is at the forefront of developing an unparalleled enterprise learning product, designed to equip professionals with the skills essential for advancing their careers.
<b>Cori Shearer</b>	Cori Shearer is a highly-skilled, growth-oriented product professional who has an impressive track record of creating and shipping high-value products. She is currently working on Headspace's activation team as a Lead Product Manager. Before that she worked at Quizlet first as a Product Manager for International Growth and later as a Senior Product Manager for Acquisition and Growth.
<b>David Lee</b>	David Lee is a seasoned product leader with a proven track record of driving impactful results across startups and leading consumer brands. With over a decade of business experience, David brings a unique blend of advanced technical expertise and strategic insight to every phase of the product lifecycle.
<b>Debankur Naskar</b>	Debankur Naskar is a Group Product Manager at the Apple App Store where he leads the Search and Discovery initiatives and vision. Prior to this, he worked in many different startups as well as large companies helping them build various consumer products.
<b>Deepthi Jayarajan</b>	As Zoom's eighth product manager, Deepthi Jayarajan has been instrumental in driving the enterprise growth for Zoom Meetings and Zoom Webinars. She currently manages the people portfolio in Zoom that includes identity and access management, users, profiles, contacts, groups, and roles that span across the platform.
<b>Dejan Krstic</b>	Dejan Krstic is a Spotify Group Product Manager working to unlock the potential and creativity of artists. He brings together more than 12 years of experience and motivation to solve user problems to create value for his team.
<b>Dorra Mlouhi</b>	Dorra Mlouhi is an Amazon Product Leader who loves to share her knowledge of Product Management. Before her current role, she worked as a Senior eCommerce Technical PM at ALSO group.
<b>Ekaterina Garbaruk Monnot</b>	Ekaterina Garbaruk Monnot is an accomplished product leader renowned for her ability to drive business value through the strategic amalgamation of customer insights, business processes, and scalable technical solutions.
<b>Eric Robinson</b>	Eric Robinson is a seasoned Product Leader driven by a deep-rooted passion for technology and a relentless pursuit of addressing customer needs. With a wealth of experience in product methodologies, he excels in every facet of product development, from strategy formulation to requirement definition and measurement planning.
<b>Evangelos Foutakoglou</b>	With extensive exposure to diverse digital verticals, Evangelos Foutakoglou is an experienced Digital Product professional with a strong focus on B2C/consumer-facing platforms. His result-oriented leadership style, based on Agile principles, is backed by a solid tech background and a holistic perspective on the business side.
<b>Felipe Vieira</b>	Felipe Vieira is a London-based Product Leader with over a decade of experience. He has held product roles at Atos, DHL, and Gist. Presently, he is Senior Product Manager at TripAdvisor UK, where he is leading product initiatives, specifically related to product merchandising and discoverability.
<b>George Mills</b>	George Mills, a driving force at Spotify, is a Senior Product Manager with a strong background in creating exceptional user experiences. Based in Stockholm, Sweden, George has been a key contributor to Spotify's music mission, focusing on developing innovative experiences for music creation and artist collaboration.

<b>Jacqueline Zhou</b>	Jacqueline Zhou is the Global Product Marketing Lead at TikTok, where she spearheads product marketing efforts for lead generation and branding ads. As a key leader in TikTok's marketing team, she has played a pivotal role in shaping global marketing strategies that drive automation, analytics, and innovative advertising solutions
<b>Jyoti Bhatia</b>	Jyoti Bhatia is a Product Lead at Meta. She has 10+ years of experience in the end-to-end product life cycle. Jyoti worked as a Strategic Product and Project Manager in multiple domains including internet security, insurance, and education with a passion to solve critical business problems.
<b>Kareen Okaka</b>	Kareen Okaka is a Group Manager of Product Marketing at LinkedIn, leading a team driving product strategy roadmap, GTM, and delivery for internal and external marketing solutions. She has launched highly successful apps for millions of customers and collaborated with cross-functional teams, partners, and customers to understand their needs, provide insights, and deliver value at companies such as Adobe and Dell.
<b>Katja Strelcova</b>	Katja Strelcova is a distinguished product marketing leader with over 15 years of expertise in strategy, business development, and marketing spanning various industries including media, advertising technology, consumer goods, and mobile apps.
<b>Kaustubh Kulkarni</b>	Kaustubh Kulkarni is an accomplished Product Manager with over 8 years of experience in the realms of product management, data science, and entrepreneurship. His passion lies in crafting customer-centric solutions that harness the power of data and technology to drive transformative change in businesses and industries.
<b>Lambros Charassis</b>	Lambros Charassis, currently a Principal Product Manager at Wise, is a seasoned professional with a wealth of experience in product management and technical leadership. He is leading a team of product managers in the Platform Engineering division, building the foundations for Wise's rapid innovation and making sure Wise is always reliable for its millions of customers.
<b>Manosai Eerabathini</b>	Manosai Eerabathini is a Product Leader at Figma. He joined the company as the first product lead for Discovery. Before this he worked for four years as a Product Leader at Google, working on Google Maps and he was also a Senior Product Manager at Vevo
<b>Mariana Abdala</b>	Mariana Abdala is a seasoned Product Management professional with 15 years of Product experience, specializing in the domains of FinTech, eCommerce, and Venture-backed Tech Startups. Currently, in her role as the VP of Product at Product School, Mariana leads global Product Management training initiatives to empower the next generation of Product Leaders.
<b>Matthew O' Shea</b>	Matthew O'Shea, a Senior Product Manager at Booking.com, boasts an impressive career shaping digital experiences. In his current role, Matthew leads two dynamic teams focusing on enhancing the Android and iOS App funnels, ensuring an exceptional user experience.
<b>Michelle Xie</b>	Michelle Xie is a distinguished product and tech leader with over a decade of experience spearheading the launch and expansion of digital innovations. Her expertise spans customer-centric design, global retail, and cutting-edge technologies such as machine learning, computer vision, and generative AI.
<b>Minni Shahi</b>	Minni Shahi brings over two decades of expertise in product management and engineering, backed by impactful roles at tech giants like Google and Apple. Currently serving as the Director of Product for Gen AI Experiences at Google, Minni leads a team dedicated to pushing the boundaries of mobile assistant experiences through Generative AI technology.
<b>Nainaa A Sheth</b>	Nainaa Sheth is leading as a Senior Product and Strategy Leader at Apple Ads. Over her three years with the company, she has been at the forefront of enhancing the advertiser experience within the Apple Ads ecosystem.
<b>Niels Koek</b>	Niels Koek is an accomplished leader in the realms of product and technology, boasting an impressive track record in the online travel and gaming sectors. With a strong foundation in technical product management and agile methodologies, Niels has become a pivotal figure in shaping the digital landscape.

<b>Nikita Mitra</b>	Nikita Mitra, as the Head of Product Marketing for Emerging Businesses at Uber, is at the forefront of strategic initiatives driving Uber's expansion into new service lines on a global scale. With a wealth of experience within the company, Nikita has held pivotal roles, including Product Marketing Lead and Senior Product Marketing Manager, overseeing critical aspects of the rider app, growth products, and consumer marketplace offerings.
<b>Nir Sheep</b>	Nir has over 15 years of experience in the tech industry. He is an entrepreneurial leader with a strong passion for product development, business, and strategy. His strong leadership skills have been honed over the years, which has allowed him to build and manage world-class teams of product managers and engineers.
<b>Paola Reyes</b>	Paola Reyes is a Senior Product Manager working in the FinTech industry. She is currently working on the Buy Now Pay Later team at Zalando Payments. Before that, she worked at N26 and ImmobilienScout24.
<b>Piya Mukherjee Kalra</b>	Piya is the Director of Product Management at Disney Streaming. She's an excellent leader who knows how to sustain and continue growth of the product and the customer-base year-over-year. She's particularly skilled with people and stands out with stakeholder management, team building, and customer management.
<b>Puneet Goel</b>	Puneet Goel is a seasoned product leader with over 12 years of experience driving strategy and execution for consumer and enterprise products, reaching over 1 billion users worldwide. He has held influential roles at Google, where he excelled in securing executive buy-in, transforming cultures, and mitigating reputational risks.
<b>Ravi Kiran Chintalapudi</b>	Ravi is a Group Product Manager at Google, currently leading a team of seasoned PMs building/driving product portfolios, solutions, acquisitions, and ISV/GSI partnerships.
<b>Salman Malik</b>	Salman Malik is a technology Product Leader with experience spanning multiple industries including Smart Devices, Travel, Health Insurance, Telecom, Recruitment, and Education. Currently, he's Principal Product Manager at Amazon.
<b>Sanjeev Verma</b>	Sanjeev Verma is a Group Product Manager at Google, where he leads cross-functional teams to develop and scale innovative products. With a data-driven and business-focused approach, he has successfully launched new products, enhanced user and partner experiences, and built developer APIs.
<b>Saravanar Boopalan</b>	Saravanar is an experienced PM currently leading the engineering, product, and program team at Amazon. He has been with the company since 2016.
<b>Seda Elibol</b>	Seda Elibol is a Product Leader at N26, where she is building useful products for mobile banking customers. She also holds a Transformational Coaching certificate from the Animas Centre for Coaching and specializes in career coaching and mentorship for Product people.
<b>Shiva Arunachalam</b>	Shiva is an Analytics and Mobile focused Product Evangelist with over 10 years of experience in building products, delivering data solutions, products in the Personalization, Optimization, Ad/Martech, Data Science and App Management space that have impacted over 100 million users worldwide and have consistently generated over \$50 million in annual revenue. Currently, he's a Senior Product Manager at Uber, managing the Automation and Personalization stack for the Growth teams.
<b>Shivkumar Lakshminarayanan</b>	Shivkumar brings a wealth of experience from the technology and consumer goods sectors. He's known for his ability to navigate complex challenges, collaborate effectively in teams, and maintain composure even in demanding situations. He is currently working as a Principal Product Manager at Amazon.

<b>Sirisha Machiraju</b>	Sirisha Machiraju is a Product Management Professional with a successful track record of developing and launching technology products that drive user engagement and monetization in multiple domains including logistics, customer support, search, data platforms, and AI.
<b>Sofia Jukelson</b>	Sofia is a seasoned Product Manager Lead with over 13 years of experience working in various roles at Google. Her proficiency as a full-stack B2B product manager allows her to build innovative AI applications, robust infrastructure, and user-friendly interfaces.
<b>Stacy Cronin</b>	With over two decades of experience delivering large-scale consumer products across diverse industries, including health and genomics, Stacy Cronin is a respected product management leader. She is personally passionate about products, people, and companies dedicated to making a meaningful difference in the lives of their customers and the world.
<b>Stephanie Fan</b>	Stephanie Fan is a dynamic Product Leader with over a decade of experience in crafting innovative consumer products. Her expertise lies in harnessing the power of AI and AR to address real-world challenges, impacting various domains such as content creation, social engagement, live streaming, autonomous driving, smart home assistance, and fashion.
<b>Susan Park</b>	Susan "Spark" Park is a distinguished figure in Product Marketing renowned for her expertise in leveraging customer and industry intelligence to drive exponential growth in revenue and product usage. Recognized as one of the most Influential Product Marketers in the industry and honored as a top Product Marketing mentor by Sharebird, Spark's career exemplifies visionary leadership and transformative innovation.
<b>Vasanth Krishna Namasivayam</b>	Krishna Namasivayam is a distinguished Product leader with a deep-seated expertise in artificial intelligence and machine learning, boasting a career that spans over several high-impact roles across leading tech companies. As the Director of Product at Dropbox, Krishna spearheaded the creation of Dropbox's AI Center, aiming to transform the company into an AI-first leader in both product development and operational efficiency.
<b>Victoria Kovtun</b>	Victoria Kovtun is an accomplished product leader with a wealth of experience in dynamic marketplaces. Currently a Product Leader at Delivery Hero, she is at the forefront of shaping user experiences and advancing business strategies in the online food delivery industry.
<b>Vikram Madan</b>	Vikram Madan is a Product Leader at Uber. He is working on Uber's investment capacity and using Machine Learning to expand capital efficiently across Uber's Marketplace. Before this, he was a Principal Product Manager for Amazon Web Services.
<b>Vinu Srivatsan</b>	For over 15 years, Vinu Srivatsan has been using strategy and analytics to fulfill customers' needs. Currently, she is a Principal PM at LinkedIn, helping build for LinkedIn Learning Search and Recommendation AI. She previously worked as a Lead PM at Shopify.
<b>Yana Tsareva</b>	Yana brings over nine years of expertise in the high-tech industry, spanning roles in product management, technical marketing, and customer support, all with a focus on consumer products. Yana is known for her proficiency in building mission-critical customer experiences, rapidly developing proof of concepts, and making data-driven decisions.
<b>Yana Yushkina</b>	Yana Yushkina is a dynamic Product Leader and distinguished speaker known for her prowess in managing teams of product managers and delivering impactful contributions fueled by generative AI. With a passion for leveraging data-driven development, she is committed to crafting exceptional and user-friendly products that resonate with audiences worldwide.
<b>Yasmin Alabed</b>	Yasmin Alabed is a Group Product Manager at Delivery Hero. She's been working in Product for 7+ years, leading squads and PMs with a product vision to build, test and iterate across 21+ markets. Her guiding principles are customer-first, data-driven and learn fast.