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Get the Big Picture with Software Product Management

Whether your goal is career advancement or a better understanding of the software product management lifecycle, you can learn it— from concept to customer—in this cutting-edge certificate program.

Drive the Development of Software that Sells

Accelerate your career with a certificate in Software Product Management from the University of Washington. This certificate, combined with your experience, skills and leadership, can take you to the next level. As a participant in this program, you'll learn the business, technical, and management processes behind the development of successful software products.

To be the product manager who can oversee the lifecycle of software development— from concept to customer—you need an in-depth understanding of big-picture strategy and planning. Whether you're on the sales and marketing side and want some technical know-how to round out your knowledge, or a software developer moving into management, this certificate course will give you the edge to get ahead.

Learn about the entire software product development lifecycle:

- Concept
- Planning
- Development
- Launch
- Marketing
- Sales
- Support

A credential for career advancement

A UW certificate is an indication of competence and achievement. It's particularly important in a competitive job market, especially when the certification comes from a prestigious institution.

The courses for the Software Product Management Certificate were developed and approved by the UW Computer Science & Engineering Department, one of the top 10 computer science programs in the country.

This certificate program has also been reviewed and approved by the UW Department of Technical Communication and the UW College of Engineering.

A Certificate Can Give Your Career a Boost

Network with your peers and expert instructors in this cutting-edge program as you earn your certificate. But earn something else too—the credibility of an education possible only at top-rated university like the University of Washington. The status of the university combined with the reputation and expertise of the instructors will give you instant authority in the software industry. The certificate program is also flexible, designed to fit into the already busy professional's life.

Software Product Management Courses

Learn about the entire lifecycle of software product development, from start to finish. The following courses are required for the Software Product Management Certificate:

Market Analysis, Product Planning and Business Management

Gain a high-level overview for defining market opportunities, competitive analysis and capability assessments as you apply planning techniques for investments, resources and timelines.

Software Development: Practices and Project Management

Learn the concepts and skills required to lead software projects from initial vision through release, using core methods during a project's analysis, design, development and testing phases.

Sales, Marketing and Support – Launching Your Product

Get ready to launch, with final preparation processes, including marketing materials, internal and external training and external documentation.

About UW Extension

Learning through UW Extension gives working professionals the quality education that will take your career to the next level, whether you long for a promotion or a shift to a completely new field. All UW Extension programs are designed by UW faculty, industry experts and community leaders. To ensure you receive first-rate instruction, every UW Extension program must be approved by the corresponding University of Washington academic department. UW advisory boards are continually reviewing programs and updating the curriculum to meet the evolving demands of specific fields.

About UW Certificate Programs

You already work hard at your existing job, and going back to school is a serious commitment. That's why UW certificate programs are designed around you, with flexible schedules and a choice of part-time, full-time or online study, depending on the program. A UW certificate gives you the knowledge and credibility to open doors for the rest of your professional life, whether you're moving up the career ladder or switching careers altogether.

Learn more about the program

For complete details, visit the Web site:

➔ WWW.EXTENSION.WASHINGTON.EDU

Attend an information meeting.

Interested in a certificate? You can ask questions and meet instructors and former students at these free meetings. For meeting dates, times and locations, please go to our Web site.

Questions? Ask away

Give us a call:

📞 206.685.8936 OR 1.800.506.1325

Send us an email:

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Apply or register today

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This program is brought to you by UW Extension, a community gateway to the University of Washington.