

# Graduate Certificate in Product Management

→ A product management qualification for managers and business professionals. Learn to combine business, technology and design know-how to take products from strategy through to delivery.

INDUSTRY PARTNERS:

**concentrix**  
catalyst

 **REAGroup**

# Who this program is for

Our Graduate Certificate in Product Management is a comprehensive introduction to product management.

## Learning outcomes

- Develop a custom go-to-market strategy.
- Map your customer journey using the latest industry methodologies.
- Complete risk assessments and build working commercial models.
- Conduct rigorous competitor analysis to determine product viability.
- Implement agile workflows, including iterative UX improvements and sprint-based methodologies.
- Build soft skills like product leadership, stakeholder engagement and teamwork.

## What you create

- Build a product roadmap.
- Develop a go-to-market strategy.
- Map a customer lifecycle plan.
- Deliver a business case.
- Develop a product canvas.

### DURATION:

6 months full time, 12 months part time. Expect 10-12 hours study per week, per course, with each term comprising of 10 weeks.

### PRICE:

\$3,720 per course.

Program total \$14,880 inc GST (all 4 courses)\*

\* Plus a capped [Student Services and Amenities Fee \(SSAF\)](#) based on your credit point enrolment load. FEE HELP and other support may be available

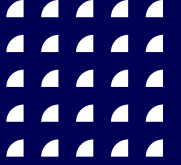
Fees typically increase each year and may change without notice. Total fees are estimates and should only be used as a guide.

### PREREQUISITES / LEVEL OF STUDY:

- An Australian bachelor degree or equivalent, or higher level qualification in any field from a recognised tertiary institution.
- You may also be considered for the Graduate Certificate if you have minimum 5 year full-time relevant work experience. Applicants will need to submit a CV.

### ENROLMENT:

Scheduled intakes are in January, April, July, and September.



## Why study Product Management?

Product Management is a rapidly growing field. There are currently 3,000 product manager roles open nationally, with 30% jobs growth year on year. But this surging demand comes with a paradox: there are few learning pathways for product managers, and a growing skills gap when it comes to tech fluency and business acumen.

Our Graduate Certificate in Product Management is an industry-approved qualification for managers and business professionals. Learn how to manage product development, design for customers and execute your go-to-market strategy through a world-class online learning environment.

Our program is designed specifically for online learning, so you can get ahead faster, without putting your life on hold.

There are currently 2,500–3,000 Product Manager roles open nationally, with **30% jobs growth** year-on-year.

(SEEK, 2020)

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The average yearly salary for a Product Manager is **\$105K**

(GLASSDOOR.COM.AU)

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Nearly 85% of Product Managers are career changers

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Roles previously held by Product Managers:

- Business/Analyst
  - Software/Developer
  - Marketer
  - Operations
  - Account Manager
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# Why study with RMIT Online?



## Flexible online learning

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The freedom of learning online means you can study, whenever and wherever you want.

## Real world skills

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Our project-based assessments mean you'll roll up your sleeves and create a project for real a world business scenario, allowing you see the immediate impact of your learning within your organisation.

## Full time support

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Our expert team of support advisors along with academic tutors and course coordinators are the best at what they do and are here to support you every step of the way.

## Industry connected

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We combine the forces of a leading technology university with high profile industry partners to ensure you're job ready, learning practical skills that align with industry best practice.

## Propel your career

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Online postgraduate programs receive the same qualification as on-campus – without putting your life on hold.

## Future focused

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With up to the minute content, RMIT Online courses are shaped by future of work needs, ensuring that you acquire the latest industry relevant skills for today's in-demand jobs.



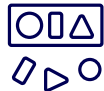
## Why study online



Being 100% online, get 24/7 on demand access to the course content, ensuring you don't have to reduce your work or compromise your lifestyle.



Become industry connected as you learn from renowned academics with extensive industry experience. Our courses are designed with industry partners to ensure what you learn is up to date and aligns with best practice.



Get hands on through structured activities and build out your project portfolio to demonstrate your knowledge and practical skills.



Get personalised support that keeps you motivated on the road to success. Your support team includes the Student Success advisors who'll give you one-on-one assistance, an Online Facilitator, and a Course Coordinator.



Graduate with a globally recognised degree.





## Prerequisites

### Entrance requirements

An Australian bachelor degree or equivalent, or higher level qualification in any field from a recognised tertiary institution.

You may also be considered for the Graduate Certificate if you have minimum 5 year full-time relevant work experience. Applicants will need to submit a CV.

### English language

International students are required to provide current evidence of English language proficiency for admission to RMIT University.

You can provide your results from one of these three options:

1. an accepted English language proficiency test, or
2. an accepted English language provider, or
3. a recognised Australian or international qualification.

For detailed information on English language requirements and other proficiency tests recognised by RMIT, visit [English language requirements and equivalency information](#).

### Australian student visas

RMIT's Online Graduate Certificate in Product Management does not meet Australian student visa requirements.

For an Australian student visa, you must have an on-campus place in a program of study. For more details on RMIT's on-campus programs visit [rmit.edu.au](https://rmit.edu.au).

### Credit pathways

At RMIT Online, we're committed to supporting your lifelong learning journey. Our flexible learning pathways can be tailored to align with your individual educational goals. Some of our short courses, when taken in certain combinations, are eligible for credit in the Graduate Certificate in Product Management.

For a full list of the short course elective bundles and eligibility, please refer [here](#). To be eligible for a credit transfer, you will also need to meet this program's entry requirements. The course must be a current credential or completed within the last 10 years. Individual short courses are not recognised under the Australian Qualifications Framework (AQF).

Upon successful completion of the Graduate Certificate in Product Management (GC042) you will be eligible to continue your studies in RMIT Online's [Master of Business Administration \(MBA\) \(MC199\)](#) with 48 credit points (4 courses) worth of credit.



## Program structure

In this program you will learn and apply the skills required of a product manager in contemporary product companies. You will gain knowledge about the strategic, commercial, customer, design, technology and operational influences and implications on the development and ongoing management of products. You will develop the critical thinking and decision-making capabilities required to lead a product and apply this through a variety of activity based learning experiences.

### On the successful completion of this program you will be equipped to:

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- Formulate solutions to effectively manage strategic and operational constraints when bringing new products to market
- Demonstrate innovative and critical thinking by developing product ideas and solving a range of conflicting business and product priorities
- Implement the technical skills and techniques required to plan, launch and manage products
- Apply evidenced-based, customer-first and market-focused thinking in a range of decision-making scenarios
- Practice the leadership, relationship management and negotiation skills required to develop and bring products to market
- Consult to, and influence teams and stakeholders using effective written and oral communication

## Product and Business Strategy

This course covers the fundamentals of product and business strategy, and how this applies to the development of products that meet customer and market needs. You will analyse the success factors for different product types and commercial and risk impacts, and learn how to develop and deliver a compelling business case to stakeholders.

You will apply your new skills projects based on real world examples, including problem statements, product metrics, commercial models and market analysis.

### On successful completion of this course you will be able to:

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- Develop innovative product strategies by analysing markets and competitors and defining commercial and customer drivers
- Assess the commercial and risk impacts of different products types by analysing their key success factors and metrics
- Communicate the vision, rationale and business benefits of a product strategy

### Assessments

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- Develop a presentation outlining your product vision, problem statements, customer pain points and formulate a market size
- Report outlining whether your product is commercially viable
- Recorded oral presentation and slide deck



## Product Design and Customer Experience

This course focuses on the customer experience of a product and how to identify, evaluate and iterate product features to maximise customer success. During this course, you will be introduced to the fundamentals of user experience, and how to understand a customer's needs based on a variety of research, testing and data inputs. Measuring, analysing and interpreting customer success data will be central to this course, and how these insights can be utilised to improve products. You will also develop a deep understanding of key customer sales and service metrics, and how these map across the customer lifecycle.

### On successful completion of this course you will be able to:

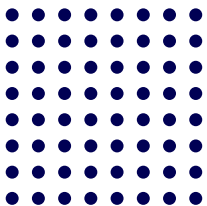
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- Construct a customer lifecycle plan by analysing customer needs, identifying key product metrics and applying insights to product improvement
- Develop and interpret the key metrics that drive customer sales and service
- Evaluate the different phases of the customer lifecycle and articulate how to manage these to drive customer sales and service outcomes

### Assessments

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- Presentation
- Customer success metrics plan
- Presentation on your customer lifecycle plan



## Product Development and Operations

This course introduces you to the practices required to develop and manage a product. You will learn about the key artefacts of a product development plan such as product goals, requirements and features, and how these are utilised to effectively develop products. You will practice product development techniques such as creating jobs to be done, user stories and prioritisation. Marketing, sales and service will also be taught, enabling students to understand how to manage products across the lifecycle. You will become familiar with product roadmap tools by creating a product roadmap comprising development and go-to-market elements.

### On successful completion of this course you will be able to:

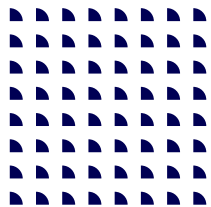
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- Design a product development plan by deconstructing product build requirements and evaluating the underlying operational metrics
- Analyse different types of marketing and sales strategies, and applications for a range of product types
- Utilise appropriate software tools to create and communicate a product development and go-to-market plan
- Clearly articulate evidence based decision trade-offs in a product roadmap plan, by exercising prioritisation and influencing skills

### Assessments

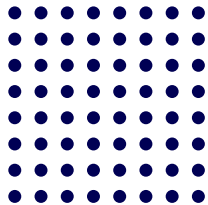
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- Development of a product development plan
- Development of a go-to-market plan
- Development of a product roadmap



## Elective bundle: Digital Leadership and Digital Marketing Strategy

Future Skills are up-to-the-minute, industry led-modules that focus on important capability areas for a product manager. Choose one of the following elective bundles to add to your learning experience.



The digital leadership component will expose students to the leadership practices and mindsets required to lead product development and product teams. During this course, students will be introduced to leadership frameworks and models within fast changing digital environments.

The digital marketing component of this course focuses on enabling students to research, design and develop effective digital marketing strategies. Students will learn several modern and practical methods of marketing using key digital tactics and techniques, identify customer business behaviour and segmentation, and develop search engine optimisation (SEO) and search engine management (SEM) strategies and social media campaigns.

### On successful completion of this course you will be able to:

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- Critique a range of digital leadership models by identifying leadership requirements and opportunities in organisational contexts
- Develop leadership approaches to address changing workforce needs by evaluating leadership methodologies and emerging challenges in contemporary businesses
- Develop a multi-channel marketing strategy by analysing product positioning, customer needs and distribution channels
- Create an audience development plan by identifying the key marketing channels, success metrics and optimisation actions

### Assessments

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- Applied leadership in a disruptive, changing workplace – presentation and critical analysis
- Create a multi-channel marketing strategy and an audience development plan, supported by audience, product, context and market analysis

## Elective bundle: Digital Leadership and Digital Delivery with Agile

The digital leadership component will expose students to the leadership practices and mindsets required to lead product development and product teams. During this course, students will be introduced to leadership frameworks and models within fast changing digital environments. The agile delivery component will enable students to understand the depth and breadth of agile frameworks, methods, tools and techniques and how to select, blend and apply these broadly across business domains.

### On successful completion of this course you will be able to:

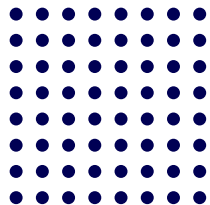
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- Critique a range of digital leadership models by identifying leadership requirements and opportunities in organisational contexts
- Develop leadership approaches to address changing workforce needs by evaluating leadership methodologies and emerging challenges in contemporary businesses
- Critically evaluate a range of agile frameworks and their suitability in multiple business contexts
- Analyse agile practices by identifying agile success metrics and improvement opportunities

### Assessments

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- Applied leadership in a disruptive, changing workplace - presentation and critical analysis
- Agile assessment report and implementation plan



## Who's supporting you

RMIT Online works with leading experts at the forefront of their fields, multiplying the force of industry with a world-leading university. By studying with RMIT Online, you can be sure you will be levelling up your skills and qualifications through work-connected, relevant learning.

### INDUSTRY PARTNERS:



**Concentrix Catalyst** is a digital services company driven to improve people's lives through technology. Focusing on strategy, experience design, software development and systems integration, our work is centered on five key values; transparency, resilience, problem-solving, energy, and curiosity.



**REA Group** is a global online real estate advertising company, aiming to help customers with all aspects of their property experience – not just buying, selling, and renting. REA provides the most up-to-date property news, renovation tips, lifestyle content, and property estimates.



### Stephan Hitchins

Program Manager, RMIT

Stephan Hitchins is highly skilled in the methodology of Design Thinking and is credited with developing the 5E Design Thinking Framework (a non-linear problem-solving process) that has subsequently been integrated into the EMBA / MBA program at RMIT GSBL.

His key interests are complex problem-solving through human-centred design, promoting critical thinking in teams via collaboration and increasing the flow of knowledge between individuals via strategic leadership. Stephan is currently in the final stages of a Doctor of Philosophy focused on the effectiveness of Design Thinking as a problem-solving process.



### Student success team, RMIT Online

Our student success team are here to help you with 1:1 coaching, tips on how to successfully study online, and any questions or concerns you may have.



# Ready to get started?

Enrolment in our graduate certificate is easy. Get in touch with one of our Student Enrolment Advisors today and we can get the wheels moving.

## STEP 1 Chat to a Student Enrolment Advisor

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Our Student Enrolment Advisors have all the information you will need to choose the best course for you. They can even coach you through the enrolment process over the phone.

You can call our Student Enrolment Advisor during business hours on 1300 145 032. They'll be able to help with any questions regarding the application process, RMIT course fees, and how online study works.

## STEP 2 Send us your documents

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All you have to do is fill out and submit the relevant course application forms. Your RMIT Course Consultant can guide you through this process. It doesn't take more than a few minutes.

## STEP 3 Wait to hear from us!

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If there are any extra steps necessary, your Student Enrolment Advisor will let you know. Once you're enrolled, you'll also be able to access your course details via our Student Portal. For more information, visit [online.rmit.edu.au](https://online.rmit.edu.au).

**\*Further Information** Every effort has been made to ensure the information contained in this publication is accurate and current at the date of publishing. For the most up-to-date information, please refer to the [RMIT Online website](https://online.rmit.edu.au) before lodging your application. – Prepared April 2019