

⚠ **Document incomplet** — Le numéro de déclaration d'activité (NDA) n'est pas renseigné. Veuillez compléter vos **informations légales** dans les paramètres de l'organisme.

### Informations générales

Intitulé de la formation	Become a Product Manager
Organisme de formation	Organisme de formation
Formateur principal	Ricardo Dave
Durée totale	2h30
Modalité pédagogique	Distanciel (en ligne)
Tarif	Gratuit
Type de sanction	Attestation de suivi de formation

### Public cible & Prérequis

Public visé	À compléter dans les paramètres du cours.
Prérequis	Computer with internet access
Accessibilité handicap	⚠ <i>Référent handicap non renseigné (obligatoire Qualiopi Ind. 29).</i>

### Objectifs pédagogiques

The **most updated** and **complete** Product Management course on Udemy! You'll learn the skills that make up the entire **Product Management** job and process: from **ideation** to **market research**, to **UX wireframing** to **prototyping, technology, metrics**, and finally to **building the product** with **user stories, project management, scoping, and leadership**. We even have **interviews with real life PMs, Q&A sessions** with students, and a comprehensive guide to **preparing and interviewing for a Product Management job**.

Right now, there are over **3,000+ job listings** worldwide that are looking for Product Managers, that pay on average **\$100,000 / year**.

The demand for Product Management is increasing at an insane rate. More and more companies are finally figuring out how important this discipline and this role is to their success.

But how exactly do you get into the field? There aren't any degrees in Product Management & there are no certifications. Most Product Managers get into the field through luck or connections. That ends here - we'll get you up to date on ALL the skills you need to learn Product Management AND have the best

chance at getting the job you want. There's no more ambiguity to it. We'll show you what you need to know and what you have to do - all taught from a Product Management insider.

Students aren't required to know anything beforehand - we'll teach you the fundamentals, how to apply them, how to develop into an advanced product manager, and finally how to maximize your chances to get a job as a Product Manager.

#### Your instructors:

**Cole Mercer** has been a Senior Product Manager at Soundcloud, Bonobos, Mass Relevance, and has taught the Product Management course at General Assembly in Manhattan, NYC.

**Evan Kimbrell** is a Top rated Udemy instructor with 11 courses on everything Entrepreneurship. His courses have over 35,000 students, 1,000+ 5 star reviews, and an average rating of 4.9 / 5.0.

## Programme détaillé

### 1 Before Starting the Course

Ressource Course Overview (Youtube)

Ressource What is a Product? (Youtube)

Ressource Demo Video

Quiz Elementary Quiz

### 2 Ideas and User Needs

Ressource Ideas and User Needs (Vimeo)

## Modalités d'évaluation

<b>Évaluation des acquis</b>	Quiz de validation des connaissances (score minimum requis pour la certification). Évaluation continue des présences et de la participation.
<b>Évaluation de la satisfaction</b>	Questionnaire de satisfaction en fin de formation (évaluation à chaud) — Qualiopi Ind. 11.
<b>Suivi post-formation</b>	Questionnaire à froid à 3 et 6 mois pour mesurer l'impact en situation professionnelle — Qualiopi Ind. 11.

## Moyens techniques & pédagogiques

- Plateforme de formation en ligne sécurisée (LMS)
- Sessions live (classe virtuelle)
- Supports de cours téléchargeables (PDF, vidéos)
- Forum d'échanges apprenant/formateur

- Suivi individuel de progression

**Organisme de formation** est certifié Qualiopi pour la catégorie d'actions « Actions de formation ».

Ce document est un programme de formation officiel conforme aux exigences du référentiel Qualiopi (Indicateurs 1, 5 et 12).

Il est susceptible d'évoluer en fonction des besoins des participants.