

PRODUCT MANAGEMENT, CERTIFICATE

The Product Management Certificate from the School of Business prepares students to contribute to product-driven organizations from day one of their careers. The certificate integrates foundational skills in operations management, consumer behavior, project management, and product strategy.

Product management sits at the intersection of business, technology, and customer insight – and organizations need people at every level who understand how products are built, prioritized, and brought to market. The Product Management Certificate prepares students to work effectively alongside product managers, contribute to cross-functional product teams, and apply a product mindset to roles in marketing, operations, business analysis, and beyond. Upon completion of the certificate, students will understand how successful organizations decide what to build and why, how to translate customer needs into business decisions, and how to collaborate across functions to deliver value to users and the market. This foundation equips graduates to enter the workforce in product-adjacent roles and to pursue product management as a natural future step in their career.

The goal of this certificate program is to be an add-on to any undergraduate major at UW–Madison so students can bring a product perspective to whatever field they enter.