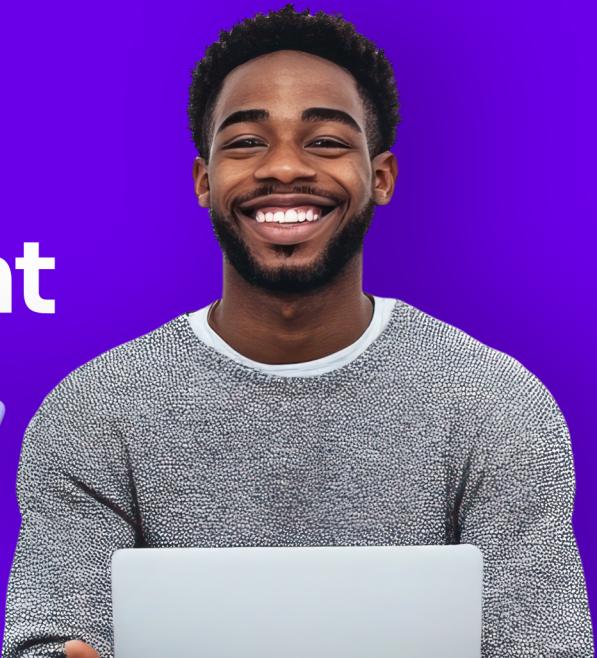


# Product Management Program



**Duration:** 3 Months (12 Weeks)

**Mode:** Physical & Virtual



## Summary

Learn to plan, launch, and manage successful digital products end-to-end using modern AI tools and African market case studies.

### Course Overview

The **Cirvee Product Management Program** is built for innovators who want to turn ideas into impactful products. Over 12 weeks, you'll learn how to understand users, create roadmaps, manage cross-functional teams, and launch solutions that solve real problems.

You'll master product frameworks, design thinking, and Agile methodologies — while also learning how to integrate **AI tools like ChatGPT and Notion AI** into your workflow. Each week blends strategy with practical activities using tools such as **Trello, Jira, Figma, ClickUp, and Google Analytics**.

You'll work on real-world challenges, including Nigerian fintech and startup scenarios, to ensure what you build is relevant and market-ready. By the end of the program, you'll have a complete product case study, a refined portfolio, and the confidence to lead product discussions with any tech team or investor.

# Modules Overview

## 01. Introduction to Product Management

Understand the PM role, product lifecycle, and how successful products are built.

## 02. Understanding Market & Customers

Research target markets, define user personas, and identify real problems worth solving.

## 03. Design Thinking & Ideation

Use design thinking to brainstorm, validate, and prioritize MVP concepts.

## 04. Product Strategy & Roadmaps

Set product vision, goals, KPIs, and create strategic roadmaps with Notion or Miro.

## 05. Agile, Scrum & Kanban

Run sprints, manage stand-ups, and simulate Agile workflows using Jira or ClickUp.

## 06. User Experience & Prototyping

Collaborate with designers to create wireframes and prototypes in Figma.

## 07. Working with Developers + AI for Docs

Understand APIs, PRDs, and use ChatGPT to draft user stories faster.

## 08. Metrics & AI-Driven Analytics

Track KPIs, apply AARRR funnels, and use AI to interpret product data.

## 09. Go-To-Market (GTM) Strategy

Plan launch, pricing, positioning, and growth campaigns for new products.

## 10. Stakeholder Management & Communication

Build stakeholder maps, manage updates, and present product progress confidently.

## 11. Product Growth & Scaling

Apply growth loops, A/B testing, and retention strategies inspired by top African startups.

## 12. Capstone Project & Demo Day

Develop a complete product, pitch to a live panel, and refine your professional portfolio.

# Career Opportunities

After this program, you can work as a:

Product Manager

Associate Product Manager

Product Owner

Business Analyst

Product Operations Specialist

Growth Manager



## Stay Cirvee Tip

“Great products start with curiosity and end with impact. Use AI to work smarter — but never lose the human touch.”

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📍 “Cirvee” on google map

🌐 [www.cirvee.com](http://www.cirvee.com)

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