



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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