

Certificate in Product Management

Lead product success with market insight,
strategic thought and cross-functional leadership.



■ JAN 18, 2027 📅 6 Months
Part-Time 🎓 Blended
Online 💰 3,650 CAD

Skills You'll Gain

Business Case Development

Vision & Strategy

Agile Project Management

Design Thinking & UX

Data-Driven Decision-Making

Prepare for Roles Like

Associate Product Manager

Product Analyst

Junior Product Owner

Admission Requirements

Direct Enrolment

What You'll Learn

This program is built for professionals entering the product space or growing into product-focused roles. Graduates will fully understand the product lifecycle from ideation to completion, be able to identify user needs and align them with business goals, and prioritize product features and manage roadmaps.

01 / Introduction to Product Management

Understand the key concepts, methodologies and tools that help product managers successfully build and ship products that solve real customer problems.

02 / Data Analytics for Product Managers

Understand how data can be used to support product and business decisions. This course covers the common frameworks, business scenarios and storytelling fundamentals for students to be able to influence organizations.

03 / UX Design for Product Managers

This course focuses on the business value of design, along with its key concepts and processes as they relate to creating products and services for the 21st century.

04 / Applied Product Management Capstone

Gain experience as a product manager and the opportunity to apply the knowledge gained in the first three courses to a real-world project.



Course details and fees subject to change. Visit yorku.ca/continue.

Why York University School of Continuing Studies

Designed for working professionals, the School of Continuing Studies combines academic rigour with real-world application—so you graduate with skills you can use immediately.



Work-integrated learning with digital skills today's employers are prioritizing



Applied learning through real-world challenges with current market insights



Industry-informed curriculum shaped by subject matter experts



Cohort-based learning that builds lasting professional connections



Flexible formats designed for working professionals

Not sure if this program is right for you? Let's talk.

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LEARN MORE
continue.yorku.ca

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