

Product Management

The product management concentration is designed to prepare students to bridge technology and business strategy in the digital economy. Students have an opportunity to develop competencies in customer discovery, product strategy, data-driven decision making, cross-functional leadership, and go-to-market execution. Through experiential learning projects with technology companies, students may gain hands-on experience in identifying market opportunities, designing solutions, and driving product growth. The concentration combines quantitative analytics with qualitative user research, preparing graduates for careers as product managers, product analysts, and innovation leaders in technology-driven organizations.

This concentration requires some on-ground coursework in Oakland. Students at other campuses whose programs include this concentration may complete the on-ground Oakland coursework via Semester In (<https://geo.northeastern.edu/programs/semester-in/>) programming.

Concentration Requirements

Concentration in Product Management

Code	Title	Hours
Required Courses		
CS 3250	Data-Driven Product Management	4
MKTG 3601	Foundations of Product Management	4
Electives		
Complete two of the following:		8
CS 2484	Principles of Human-Computer Interaction	
INNO 3335	Product Innovation and Portfolio Management	
MKTG 4604	Creating Business Value with Data and AI Technologies	
MKTG 4605	Demand Generation and Growth Marketing	