



Bertelsmann Product Management Learning Set FAQs for Bertelsmann Employees

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What is the Bertelsmann Product Management Learning Set program all about?

Why a specific program for Product Managers?

Product Managers play a key role in ensuring that the right product or solution gets developed for a particular market. This has been true for conventional products but is more than ever essential when it comes to digital businesses. To lead the game in digital business transformation, it is substantial for Bertelsmann to grow digital Product Management skills across the organization.

Outstanding Product Managers deliver value by demonstrating a deep understanding of the problem their product or feature is being built to solve and the consumer behind it. They also understand the impact of on-point communication and know how to make best use of storytelling and (digital) marketing to leverage their product.

And right now, it has become easier than ever for learners across the Bertelsmann world to boost their Product Management skills with our online learning program with Coursera and Udacity. No matter if they are already working in Product Management or just about to enter the field, we are working closely with our learning partners to put together premium content to support them getting ahead!

What can participants expect from the program?

All Bertelsmann Product Management Learning Set items offer a flexible online learning experience with premium-quality content, interactive elements and a certificate of completion. Learners benefit from selected, well-structured and always up-to-date online learning content with high practical relevance. Communities powered by the respective learning provider's platform are designed to support them at all stages throughout their learning experience. All participants get the opportunity to work on their own projects. Thanks to its strong practical relevance, the learning content will help them develop job-ready skills that can be applied right away in their professional context or by getting involved in one of the many projects and activities of the Bertelsmann Tech & Data community.

Who is the program for?

The Bertelsmann Product Management Learning Set is open to all Bertelsmann employees who would like to deepen their knowledge in or around the field of Product Management. Most courses involve no or only few prerequisites. Interested learners can check-out detailed recommendations on prior knowledge relevant to their preferred learning outcome, below. The basic requirement for successful participation is the desire to continuously learn and explore new things. The program offers many opportunities to learn according to one's individual learning needs. Each learner has the chance to calibrate the learning path that best suits their situation. If learners feel uncomfortable starting right into a specialized area, such as AI or Cloud Product Management, it can be recommendable taking on a generalist or foundational course first to ease their entry into the topic.



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Which learning partner is right for me?

For this program, Bertelsmann University collaborates with two well-established learning partners whose learning platforms are leading the market for digital learning in tech, data and business:

- [Coursera Inc.](#)
- [Udacity Inc.](#)

Generally, it is worth noting the following: If you decide to take on a course with Coursera, your license will include full access to the Coursera platform including their entire catalog. Your landing page will show the courses that are specifically recommended for your learning objective; however, you are free to take any courses you like over the course of your 12-month license duration.

If you decide to take on a Nanodegree with Udacity, you will be enrolled in a 6-month enterprise license which allows you to switch between any Nanodegree from the Udacity enterprise catalog on a monthly basis.

This way, we are committed to give you as much flexibility as possible, independent of your initial choice of training. Each Bertelsmann University learning partner comes with a specific profile and differs, for example, in terms of content, the time invested and the license fee. You can find details on the key learning partners across the Bertelsmann online learning portfolio, including more details on Coursera and Udacity in this [comprehensive overview](#).

What training formats are available?

All programs take place 100% online. Hence, participants can work from anywhere. Both, Coursera and Udacity focus on web-based training courses which take place in a platform environment. Participants can work through courses and lectures by themselves and at their own pace. In addition, quizzes, project work and networks of fellow students help promote learning transfer and help students apply and deepen their practical skills.

How can I sign up?

Bertelsmann employees can book their chosen training format independently via the Bertelsmann University [program website](#), which will redirect them directly to the respective learning item on peoplenet. The supervisor's approval is automatically requested by peoplenet during registration. Once the supervisor has given his or her consent, the employee will receive further information on how to start the license or course.



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What training is available for Product Managers and related roles at Bertelsmann?

We have teamed up with some of our best-established learning partners to work out a set of learning content for Product Management and related roles at Bertelsmann. Learners may choose – depending on their own professional situation and career aspirations - whether they would like to start as a Product Management generalist or focus on a particular area (Digital Marketing, or Product Management for Cloud, Data or AI). Finally, the new Growth Product Manager by Udacity is particularly designed to help professionals set digital products up for growth. Here is an overview of the learning items that make up the Bertelsmann Product Management Learning Set:

- Coursera: Product Manager
- Coursera: Cloud Product Manager
- Coursera: Digital Marketing
- Udacity: Product Manager (Nanodegree)
- Udacity: Data Product Manager (Nanodegree)
- Udacity: AI Product Manager (Nanodegree)
- Udacity: Growth Product Manager (Nanodegree)
- Udacity: Digital Marketing (Nanodegree)

Employees are free to choose which of the above learning items work best for them at the current stage of their development. On the following pages, we have put together details of all our curated learning items. The time needed to complete a course depends on the level of knowledge of each learner and the course itself. With our comfortable 12-months (Coursera) and 6-month (Udacity) enterprise license terms, we want to make sure all Bertelsmann learners get sufficient time to finish their training – even on a busy day-to-day schedule.



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coursera

Coursera: Product Manager

Product Managers have many responsibilities: product strategy, development, and design, as well as product launch and retirement. They work with stakeholders from UX, engineering, and marketing to sales and management. This collection of learning items will help employees build up and grow the capabilities they need to hit the ground running as a Product Manager. This program is ideal for anyone in a product-related role looking to set themselves up for success, no matter what stage of their career they are in.

This learning program includes the Coursera SkillSets listed below. Learners may choose a subset of skills to build suited to their previous experience and training. Each SkillSet consists of a curated collection of online modules from a range of faculties. Participants can make use of personalized recommendations to reach their learning target based on their very own skill level. Once a SkillSet is completed, learners will earn a badge certificate proving their proficiency in either SkillSet:

- **AI for Product Managers**
 - Artificial Neural Networks
 - Machine Learning
 - General Statistics
 - Statistical Programming
- **Data Science for Product Managers**
 - Big Data
 - Statistical Programming
 - Data Analysis
 - General Statistics
 - Data Visualization
 - Regression
- **User Needs for Product Management**
 - User Experience
 - Market Research
 - Design and Product
 - Human Computer Interaction

Prerequisites:

Individual SkillSet prerequisites may vary and can be previewed and mapped against the learners' individual knowledge level using the personalized SkillSet dashboard on the platform.

Find out more about learning with [Coursera and Coursera SkillSets](#)

- [Landing page preview](#)
- [Register now](#)



Bertelsmann Product Management Learning Set FAQs for Bertelsmann Employees

coursera

Coursera: Cloud Product Manager

Cloud Product Managers translate the customer's requests into a cloud-based solution and set the framework for developing a specific solution. They understand the organization's internal cloud strategy and proactively contribute to build the solution portfolio to address current and future customer needs. They observe the market with regard to trends and use them to derive strategies for portfolio development. They are able to communicate equally effectively with customers and cloud developers and convince on the basis of business-relevant use cases and cloud technology background.

They drive internal product and service development and involve Cloud Solution Architects for technical implementation. They take care of the overall organization of processes and applications and optimize their interactions with customers.

This learning program includes the Coursera SkillSets listed below. Learners may choose a subset of skills to build suited to their previous experience and training. Each SkillSet consists of a curated collection of online modules from a range of faculties. Participants can make use of personalized recommendations to reach their learning target based on their very own skill level. Once a SkillSet is completed, learners will earn a badge certificate proving their proficiency in either SkillSet:

- Cloud Literate Professional
- User Experience Aware Professional
- ML-Aware Product Manager

Prerequisites:

Very good, customer-driven business understanding with strong communication and marketing skills. Individual SkillSet prerequisites may differ slightly and can be previewed and mapped against the learners' individual knowledge level using the personalized SkillSet dashboard on the platform.

Find out more about learning with [Coursera and Coursera SkillSets](#)

- [Landing page preview](#)
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Bertelsmann Product Management Learning Set FAQs for Bertelsmann Employees

coursera

Coursera: Digital Marketing

Digital Marketing experts develop strong digital marketing strategies to sell a product or service or position a brand. They plan and run online marketing campaigns, typically using social media and other online channels to amplify their message. They measure and optimize campaigns analyzing data from Google Ads and similar tools and ensure content is discoverable in search whilst staying up-to-date on latest marketing technologies and social media.

This learning program includes – among others – the Coursera SkillSets listed below. Skillsets may have some overlap with regards to the skills covered while exposing the learner to varying target skill levels. Learners may choose a subset of skills to build suited to their previous experience and training. Each SkillSet consists of a curated collection of online modules from a range of faculties. Participants can make use of personalized recommendations to reach their learning target. Once a SkillSet is completed, learners will earn a badge certificate proving their proficiency.

- **Marketing Specialist**
 - Communication, Creativity
 - Data Analysis Software
 - Project Management
 - Marketing, including Social Media
- **Social Media Strategist / Specialist**
 - Communication
 - Data Analysis Software
 - Marketing, Social Media
 - Creativity, Writing
- **SEO Specialist**
 - Communication, Creativity
 - Project Management
 - Social Media / Marketing
 - Spreadsheet Software

Prerequisites:

No prior experience required. Learners may need a social media account to complete the projects.

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Bertelsmann Product Management Learning Set FAQs for Bertelsmann Employees



UDACITY

Udacity: Product Manager (Nanodegree)

In this program, participants will learn how to define product strategy and KPIs based on market analysis, pitch a product vision to get stakeholder buy-in, and design a user-centered prototype that adheres to engineering constraints. Then, they will develop an execution timeline that handles competing priorities, communicate a product roadmap that builds consensus amongst internal stakeholders, and create a comprehensive go-to-market plan based on product KPIs. Finally, once launching a product into the market, participants will learn how to build tests to enhance product features based on market data.

Course 1: Product Strategy

Learn to identify the right problems to solve through market research, target user definition, and market sizing. Create a compelling vision and strategy that will set up the team to solve those problems. Understand how to communicate effectively to get people excited and invested in your ideas.

Course Project: Pitch a Product Vision

Course 2: Product Design

Use design-thinking methodologies to explore various ideas, and then converge on a single idea. Map out the full concept through creation of a prototype.

Course Project: Run a Design Sprint

Course 3: Product Development

Learn the critical soft skills needed to manage the development and execution phase of the product, collaborating with cross-functional stakeholders to guide them through planning and execution.

Course Project: Manage the Product Development Process

Course 4: Product Launch

Create a pre-launch process and develop a marketing and pricing strategy, as well as prepare the Sales and Support teams to evangelize the product. Use customer feedback and A/B testing for a new product feature.

Course Project: Deliver a Product to Market



Bertelsmann Product Management Learning Set FAQs for Bertelsmann Employees



Udacity: Product Manager (Nanodegree)

Participants will:

- be equipped with the most in-demand and relevant industry skills for Product Managers in an entrepreneurial and digital world
- learn how to work with a consumer-centered mindset in order to create a market-ready product

Prerequisites:

No prior experience with Product Management is required. Learners should be comfortable with basic computer skills, such as managing files, using third-party online programs, and navigating an Internet browser. They will also need access to a video camera on a computer.

Find out more about learning with [Udacity](#)

- [Full Syllabus](#) and [Register now](#)



Bertelsmann Product Management Learning Set FAQs for Bertelsmann Employees



UDACITY

Udacity: Data Product Manager (Nanodegree)

In this program, participants will hone specialized skills in Product Management and be equipped to build products that leverage data to position customers and businesses to thrive. This Nanodegree program is perfect for existing Product Managers, Data Science professionals, and Engineers who are already in data or product-focused roles and want to further their skillset, as well as those who wish to break into the data product domain and help build products that utilize data to provide better product experiences.

Course 1: Applying Data Science to Product Management

Understand the role of Data Product Managers within organizations and how they utilize data science, machine learning, and AI to solve problems.

Course Project: Develop a Data-Backed Product Proposal

Course 2: Establishing Data Infrastructure

Data Product Managers need to ensure their products have the appropriate supporting data pipelines in place so that data collected from users can be extracted, transformed, and loaded into a data lake or warehouse that can be used for statistical analysis.

Course Project: Build a Scalable Data Strategy

Course 3: Leveraging Data in Iterative Product Design

Understand which data is best collected by quantitative versus qualitative methods, and how to interpret it.

Course Project: Create an Iterative Design Path



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UDACITY

Udacity: Data Product Manager (Nanodegree)

Participants will:

- learn how to visualize data with Tableau for statistical analysis and identify unique relationships between variables via hypothesis testing and modeling
- evaluate statistical analyses and translate them into insights to inform product decisions
- learn about data infrastructure components including data pipelines, data producers, data consumers, data storage, and data processing
- apply learnings to make step-by-step decisions for data infrastructure of an organization
- create solutions for real-world data infrastructure problems and evaluate tradeoffs
- learn how to apply chi-square tests to determine statistical significance
- utilize user data to create user personas that are actionable for development teams to translate into code and for building out user journey maps that describe user engagement with the product
- extract insights from user journey maps to define KPIs

Prerequisites:

No prior experience with data modeling or data engineering is required. However, a basic understanding of data terminology (i.e. big data, database, algorithms, etc.), some experience with data analysis (basic SQL & Tableau), and a general understanding of Product Management is helpful.

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UDACITY

Udacity: AI Product Manager (Nanodegree)

Artificial Intelligence is changing the world around us at an astounding pace. For many, AI remains a mystery, and how to leverage this technology is not always clear.

This program is designed for colleagues who want to take advantage of AI, but don't want or need to learn the full technical implementation of neural networks and machine learning models. Participants will learn how to leverage

AI in the business world, from scoping datasets, testing machine learning models, and crafting a proposal for a

new product powered by AI. Along the way they will build fluency in AI concepts.

Course 1: Introduction to AI in Business

Learn the foundations of AI and machine learning. Understand how to develop a business case for an AI application. Learn how and when to use AI in a product based on business metrics and data availability.

Course 2: Create a Dataset

Learn how to develop a relevant, complete, unique and high-quality training dataset. Understand how to anticipate data failures and plan for longevity.

Course Project: Create a Medical Image Annotation Job

Course 3: Build a Model

Understand key fundamentals of AI models including how neural networks produce decisions and how "training" works. Understand how training data affect the performance of a model, and how to evaluate models' results.

Course Project: Build a Model with Google AutoML

Course 4: Measuring Impact and Updating Models

Learn how to measure post-deployment impact, and how to make data-informed improvements with A/B testing and versioning. Under-stand how to avoid major failures due to unwanted bias, and how to ensure

data security and compliance.

Course Project: Capstone Proposal



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UDACITY

Udacity: AI Product Manager (Nanodegree)

Participants will:

- get a comprehensive introduction to using Artificial Intelligence and machine learning in business
- learn to choose an unsupervised, supervised, or deep learning model when approaching a specific problem
- design a data annotation job to create a novel dataset
- build predictive models using automated machine learning tools
- compare the performances of learned models using suitable metrics
- prototype, test, and iterate on an AI product

Prerequisites:

No prior experience required. Learners should be comfortable with basic computer skills, such as managing files, using third-party online programs, and navigating an Internet browser.

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Bertelsmann Product Management Learning Set FAQs for Bertelsmann Employees



UDACITY

Udacity: Growth Product Manager (Nanodegree)

In this program, participants will learn to build acquisition funnels, identify core customers, and optimize growth loop models. They will learn how to analyze results and make improvements to strategy. Next, they will learn activation theories on how to decrease time-to-value and friction for both B2C and B2B product users, as well as retention theories, for creating audiences and increasing engagement. Finally, they will learn the ins and outs of monetization, from designing pricing plans to determining optimal price points using pricing metrics. This Nanodegree program is perfect for existing Product Managers, marketing professionals, and engineers who are already in growth-focused roles and want to further their skillset, as well as those who wish to break into the growth domain and help propel their company and product forward.

Course 1: Growth and Acquisition Strategy

Learn the basics of acquisition and growth strategy.

Course Project: Unleash Growth “to the Clouds”

Course 2: Activation and Retention Strategy

Without activation, companies are pouring money on leads without the desired effect. Learn how to optimize your sign-up flow to ensure you convert as many leads as possible.

Course Project: Let it Grow

Course 3: Monetization Strategy

Monetization is the oxygen that sustains a business and not just the price you charge. Learn a set of principles that guide the selection of markets in which you play, the persona of buyers that you target, and the outreach channels through which you reach out to potential customers.

Course Project: Priceless Penny



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UDACITY

Udacity: Growth Product Manager (Nanodegree)

Participants will:

- learn to build acquisition funnels, identify core customers, and optimize growth loop models
- learn how to analyze your results and make improvements to your strategies
- learn activation theories on how to decrease time-to-value and friction for both B2C and B2B product users, as well as retention theories, for creating audiences and increasing engagement
- learn the ins and outs of monetization, from designing pricing plans to determining optimal price points using pricing metrics

Prerequisites:

- Basic experience in defining business requirements and KPIs to track progress/measure success
- Performing data analytics using Excel or any other tool of choice (i.e. creating pivot tables, performing statistical analysis such as identifying average values, standard deviation, etc...)
- Familiarity with arithmetic functions in Excel or any other spreadsheet tool

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UDACITY

Udacity: Digital Marketing (Nanodegree)

Multi-platform fluency and real-world experience are the building blocks for a successful career as a Digital Marketer, and this program is the ideal way to get started. If the learner's goal is to master the right skills to run actual advertising campaigns on major digital platforms, analyze and optimize the results, and produce actionable insights based on your analysis, then this is the right program for you.

Course 1: Marketing Fundamentals

Get a framework to organize and plan individual marketing approaches. Learners will also be introduced to three companies that are featured throughout this Nanodegree program as examples of how to apply what they learn in both B2C and B2B contexts.

Course 2: Content Strategy

Learn how to plan content marketing and, how to develop content that works well for a specific target audience, and how to measure its impact.

Course 3: Social Media Marketing

Learn more about the main social media platforms, how to manage social media presence, and how to create effective content for each platform.

Course 4: Social Media Advertising

Learn about the opportunities for targeted advertising in social media and how to execute advertising campaigns that resonate with the targeted audience.

Course 5: Search Engine Optimization (SEO)

Learn how to optimize search engine presence through on-site and off-site activities, including how to develop a target keyword list, optimize website UX and design, and execute a link-building campaign.

Course 6: Search Engine Marketing with Google Ads (SEM)

Learn how to create, execute, and optimize an effective ad campaign using Ads by Google.

Course 7: Display Advertising

Learn how display advertising works, how it is bought and sold (including in a programmatic environment), and how to set up a display advertising campaign using Google Ads.



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UDACITY

Udacity: Digital Marketing (Nanodegree)

Course 8: Email Marketing

Learn how to create an email marketing strategy, execute email campaigns, and measure the results.

Course 9: Measure and Optimize with Google Analytics

Learn how to use Google Analytics to evaluate the audience, measure the success of acquisition and engagement efforts, evaluate users' conversions to strategic goals, and use those insights to plan and optimize marketing budgets.

Participants will:

- Learn the most relevant tools for digital marketers to sell products and services in a digital world
- Work with data on digital marketing tools in order to strategically grow reach and address consumer-centered messages

Prerequisites:

No prior experience required. Learners need a Gmail and a Facebook account to complete the projects.

- Find out more about learning with [Udacity](#)
- [Full Syllabus](#) and [Register now](#)