

CERTIFICATE REQUIREMENTS, 2022-23

39 UNITS NEEDED FOR COMPLETION

Required Courses (total 12 units)

15.786 Digital Product Management Lab (IAP+SH3, 1st year, 12)

(15.786 meets with 15.785 Digital Product Management in SH3. Offered prior to 2022-23 as 9 units)

Electives (take 27 units from below)

Ops & Product Development

15.761/15.778 Intro to Operations Management (F/S,9)

15.783 Product Design & Development (S,12)

Product Strategy

15.358 Platform Strategy & Entrepreneurship (SH4,6)

15.390 New Enterprises (F/S,12)

15.911 Entrepreneurial Strategy (F/S,9)

Marketing & Sales

15.387 Entrepreneurial Sales (F/S,12)

15.814 Marketing Innovation (F/S,9)

15.819 Digital Marketing Analytics (S,9) *or*

15.570 Digital Marketing & Social Media (F,6) *or*

15.071 Analytics Edge (S,12)

15.821 Listening to the Customer (SH3,6)

Finance

15.467 Asset Management, Lifecycle Investing & Retirement Finance (S,9)

15.483 Consumer Finance and FinTech (S,6)