

Digital Product Management

LEVEL 4

This unit covers the core principles and essential practices of digital product management. Learners will develop the ability to guide a product through its entire lifecycle—from initial concept to launch and continuous enhancement.

Emphasis is placed on working collaboratively within teams, engaging with stakeholders, and applying user-centred design, all while adhering to legal, ethical, and sustainability standards. The course highlights practical tools and technical skills crucial for effective product management, alongside the use of data and analytics to support decision-making and optimise product performance.



15 Credits



4 months



Level 4

What will I learn?

Over four months, you'll gain a comprehensive understanding of digital product management, from defining digital products and exploring lifecycle models to mastering user-centred design and agile methodologies.

You'll develop strategic skills to create product roadmaps, manage live products, and drive continuous improvement using data and analytics. The course also focuses on effective collaboration with multidisciplinary teams, stakeholder

engagement, and communication. You'll explore ethical and sustainable practices, risk management, and compliance with industry standards.

By the end, you'll be equipped to lead digital products from concept to optimisation in diverse organisational contexts.



How will I learn?

A combination of workshops and competency-based tasks delivered either online or in person with tutor support.

What will I achieve?

Upon completion, you will be awarded a Unit Accreditation Certificate in Digital Product Management from Agored.

Modules & Credits

Digital Product Management - AG64CY019	15
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How do I apply?

Visit: aspire2be.co.uk/microcredentials

or email
microcredentials
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