

# Product Management, Minor

## Course Requirements

### Required:

|           |                                              | Units |
|-----------|----------------------------------------------|-------|
| 70-381    | Marketing I                                  | 9     |
| 70-387    | Strategy for High-Tech Products and Services | 9     |
| 70-452    | Introduction to Product Management           | 9     |
| 73-102    | Principles of Microeconomics *               | 9     |
| or 73-104 | Principles of Microeconomics Accelerated     |       |

\* If a student successfully passes the 73-102 waiver, this requirement is waived and the student must take an additional 9 units of minor coursework.

### Course in Design Thinking (*choose one*):

|        |                                       |    |
|--------|---------------------------------------|----|
| 70-389 | Design Thinking with AI               | 9  |
| 05-391 | Designing Human Centered Software     | 12 |
| 05-410 | User-Centered Research and Evaluation | 12 |

### Marketing Course (*choose one*):

|        |                                          |   |
|--------|------------------------------------------|---|
| 70-385 | Consumer Behavior                        | 9 |
| 70-481 | Marketing Research                       | 9 |
| 70-482 | Pricing Strategy                         | 9 |
| 70-483 | Advertising and Marketing Communications | 9 |

### Double-Counting

While there are no double counting restrictions between the minor and the student's home college general education requirements, only one minor course may double-count with any other major or minor requirements. The Minor in Operations and Supply Chain Management allows an additional double-count for a total of 2 courses that may double-count with any other major or minor requirements.