MIS6393 - Foundations of Digital Product Management

[MIS 6393](#) Foundations of Digital Product Management (3 semester credit hours) Agile software development methods emphasize rapid user feedback cycles and the importance of a product orientation for the success of a software system. This class covers topics associated with developing and managing software as a digital product. Topics include digital strategy, marketing, and branding of digital products, software development methods, design thinking, innovation, and data-driven decision making. Traditional consumer-based digital products will be examined along with the management of digital products for internal stakeholders. (3-0) Y