



Key Career Info: Product Management

About the Career Path: The product manager is responsible for the strategy, roadmap, feature definition and development execution for a product or product line. The position may also include marketing, forecasting, and profit and loss (P&L) responsibilities.

Career Overview

Here's a quick end-to-end Guide to Product Management. You may explore the following articles and the internet for a deeper understanding.

- Overview
- The Job
- Certification, Licensing, and Special Requirements
- What Is Product Management?
- What Does a Product Manager Do?
- The Importance of Product Management

Carlson School of Management Employment Data

- Employment Report 2019

Student Involvement Opportunities

- Student Resources
- Organizational Partnerships
- Alumni Community
- Student and Alumni Profiles
- Case Competitions
- Career Resources
- Full-Time MBA Blog

Recruiting Context

Recruiting at Carlson for PM roles is primarily off-campus.

Off-Campus

- Applications for both internship and full time roles open August 1st.
- Guide to landing a PM Role (Try Code 'Breakthrough' or try reaching out to the GBCC)
- Top PM Rotational Programs (Link to Associate programs, find corresponding MBA programs)

How to Stand out in the Recruiting Process?



Application

- Reach out to Product Alumni on LinkedIn, typically Director/Senior Director/VP/Head/ of PM via email(TalentLink Org Research, Hunter.io),inMail or LinkedIn messaging to understand how best to approach the search, through informational interviews.
- Reach out to individuals in your network who have transitioned to PM roles via MBA to understand their approach to the search, through informational interviews.
- Use this for a complete guide to applying and interviewing for PM roles including building your resume, LinkedIn profile and cover letter. (Recommended)
- Recommended Cover Letter Guide for Competitive Jobs.
- Get your Resume, Cover Letter and LinkedIn profile reviewed by Product Alumni and the GBCC. You may also hire external consultants such as Jeremy Schifeling.
- Apply to Product Manager MBA roles on LinkedIn or Glassdoor,AngelList and Indeed.

Interview

- PM interviews for Google and Facebook are the most comprehensive(primarily case-driven with a behavioral component) while other companies have interview processes that either loosely resemble Google's or Facebook's process or are primarily behavioral eg. Amazon.
- Prepare for Google's PM interview as that will prepare you for all PM interviews.
Google PM Interview Guides - 1 and 2
- Additionally or alternatively, research the interview process for the particular company you are interviewing for and prepare accordingly.
- Find practice partners for practicing PM interviews on this Slack Group. Practice around 5 live cases for each question type eg. Strategy, Product Design etc.
- You may also utilize GBCC coaches and Small Group sessions for behavioral prep and also contract PM coaches for guidance on landing a PM job.

Key Interview Prep Resources

These resources may also be available with the GBCC or the UMN business library.

- Decode and Conquer (Interview Components: Strategy, Design, Pricing, Metrics)
- Cracking the PM Interview (Interview Components: All)
- Swipe to Unlock (Interview Components: Technical)
- The Product Manager Interview (Interview Components: Practice Questions)

On-Campus

- TalentLink
- Career Guide
- Careers
- Career Services
- GBCC hosts information sessions throughout the semester



How to Stand out in the Recruiting Process?

- Meet with employers and recruiters through on campus events such as Career Fair, Info sessions, recruiter office hours, Snack stops, and student org presentations.
- Speak with recent alumni to learn about job responsibilities, their organization and the industry
- Show knowledge and preference for service line

Professional Groups

- Online Communities Product Managers Should Join (Recommended)
- Resources & Associations
- Unions and Associations
- Product Management Organizations and Associations
- Product Development and Management

Additional Resources

- Experience, Skills, and Personality Traits
- Employment Prospects
- Tips for Entry
- 4 Key Responsibilities of Outstanding Product Managers
- What Is Product Management?
- What Does a Product Manager Do?
- What it takes to become a great Product Manager?
- The Importance of Product Management