

# MIS 6393 Foundations of Digital Product Management Syllabus & Policies

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## **Course Information**

Course Number      MIS 6393  
Course Title        Foundations of Digital Product Management

## **Professor Contact Information**

Professor            Florence N. Lowe  
Email                [Florence.Lowe@utdallas.edu](mailto:Florence.Lowe@utdallas.edu)  
Office Hours        Available for appointments via email and eLearning

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## **Course Pre-requisites, Co-requisites, and/or Other Restrictions**

There are no pre-requisites except for a desire to understand more about digital product management. Students from all backgrounds are welcome and tech experience is not required.

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## **Course Description**

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.

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## Student Learning Objectives/Outcomes

At the completion of the course students will:

- Understand and be able to describe the role of a digital product manager and write a resume that addresses the needs of a digital product manager position
- Complete two projects:
  - Ideate, research and launch a new digital product
  - Develop product roadmap for an existing digital product
- Analyze and evaluate product/market fit
- Perform user-centric analysis and research to drive product development

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## Required Textbooks and Materials

Hello students,

Here's how to purchase the materials you'll need for MIS 6393 this Spring 2026, published by Cognella, Inc.

The required materials consist of an interactive eBook, featuring modules with readings and activities through Active Learning courseware. Cognella offers a discount if you purchase directly from them.

To Purchase: Visit this link <https://store.cognella.com/84527-1A-002>

Important Notes:

- If you purchase directly from the link above, you do not need an access code because you will be automatically registered.
- If you purchase an access code from another source, such as the bookstore, redeem it here: <https://store.cognella.com/codes/redeem/>

After Purchase:

1. You will receive an email invitation to enroll in the course (please check your spam or junk folder).
2. This email will include a link to the Active Learning website.
3. Use this link to create your Active Learning account.

Once your Active Learning account is set up, you will be able to access the interactive course materials throughout the term at <https://active.cognella.com>

If you need any help from Cognella, visit their Help Center at <https://help.cognella.com>

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## Suggested Reading Materials

- Growth IQ, Tiffani Bova
  - Powerful, Patty McCord
  - That will never work, Marc Randolph
  - Subscribed, Tien Tzou
  - Orbiting the Giant Hairball, Gordon MacKenzie
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## Assignments & Academic Calendar

*(Topics, Reading Assignments, Due Dates, Exam Dates)*

**Subject to change and revision**

This course is organized into thematic modules that build progressively from product foundations to strategy and execution. Modules are designed to be covered sequentially; pacing may vary based on the academic calendar.

A midterm presentation will be scheduled near the midpoint of the course, and a final presentation will be scheduled near the end of the term.

### Course Modules (Subject to Adjustment)

#### Module 1: Foundations & Vision

1. Introduction to Digital Product Management
2. Product Vision: Start With the End in Mind

#### Module 2: Customers – Understanding the People You Serve

3. Customers: Who Are They?
4. Customers: What Are They Thinking?
5. Customer Journey

#### Module 3: Competitors – Navigating the Landscape Around You

6. Understanding the Competitive Landscape: Shifting Sand
7. Competitor Analysis the Right Way
8. Competing Strategically

#### Module 4: Building a Product

9. Products Customers Love: Beauty, Usability, and Delight
10. Engineering for Scale — The Foundation Beneath
11. Roadmaps and Strategy, Bringing It All Together

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### Grading Policy

*(including percentages for assignments, grade scale, etc.)*

Category	Weight
Class Participation	25%
Assignments	25%
Mid-Term Project	25%
Final Project	25%
Total	100%

This is subject to change and revision.

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## **Course & Instructor Policies**

*(make-up exams, extra credit, late work, special assignments, class attendance, classroom citizenship, etc.)*

Be prepared to ask questions. Be courteous to everyone. Be ontime (if in person, or attending virtually live). Have fun.

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## **Class Materials**

The instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course, however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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## **Classroom Conduct Requirements Related to Public Health Measures**

UT Dallas will follow the public health and safety guidelines put forth by the Centers for Disease Control and Prevention (CDC), the Texas Department of State Health Services (DSHS), and local public health agencies that are in effect at that time during the Fall 2021 semester.

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## **Class Attendance**

The University's attendance policy requirement is that individual faculty set their course attendance requirements. Regular and punctual class attendance is expected. Students who fail to attend class regularly are inviting scholastic difficulty. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes.

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## **Class Participation**

Regular class participation is expected. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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### **Class Recordings**

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

***NOTE: if the instructor records any part of the course, then the instructor will need to add the following syllabus statement:***

The instructor may record meetings of this course. These recordings will be made available to all students registered for this class if the intent is to supplement the classroom experience. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law.

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### **Off-campus Instruction and Course Activities**

*(Below is a description of any travel and/or risk-related activity associated with this course.)*

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### **Comet Creed**

*This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:*

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

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### **Academic Support Resources**

The information contained in the following link lists the University’s academic support resources for all students.

Please see <http://go.utdallas.edu/academic-support-resources>.

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## **UT Dallas Syllabus Policies and Procedures**

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please review the catalog sections regarding the [credit/no credit](#) or [pass/fail](#) grading option and withdrawal from class.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

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*The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.*