



FOR IMMEDIATE RELEASE

May 24, 2024

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New product management programs support local manufacturing

Carthage offers both certificate and master's degree programs

KENOSHA, Wis. – To support the manufacturing industry in southeastern Wisconsin, Carthage College has added Product Management for Manufactured Goods to its growing list of graduate and certificate programs.

Manufacturing is one of Kenosha County's top industry sectors. Carthage recognizes that local businesses need employees who can quickly launch innovative products and manage products through their lifecycle.

"Marketing studies four P's: product, price, place, and promotion. This degree program takes a deep dive into the innovation and design that goes into developing the product," explains Lisa Franklin, assistant professor of management and marketing at Carthage, who helped to design the program.

The master's program has an accelerated format allowing students to complete the degree in less than a year. By attending class two nights a week, students can work full-time while gaining valuable product management credentials.

The certificate program, which can be completed in only five months, includes earning the Microsoft Excel certification, PMI Project Management Ready certification, and the Six Sigma White Belt certification. Students who complete the certificate program can continue with the advanced courses in the spring to earn a master's degree.

"Given the history of manufacturing in the state of Wisconsin, and the direct impact this program can have in this region, it made sense for Carthage to offer this program to support the entire community" says Jim Padilla, dean of the School of Business and Economics.

Expert faculty who have real industry experience in product management will teach students valuable skills. Courses take place on campus, though there is a remote option to accommodate students who travel for business.

Classes begin in August. Apply by July 1 to receive a \$6,000 tuition grant toward the master's degree program. For more information and to apply, visit:

www.carthage.edu/product-management



About Carthage

Carthage College is raising expectations for a private college experience. It blends the best liberal arts traditions with desirable degree programs, transformative learning opportunities, personal attention from distinguished faculty, and a focus on career development, which makes its graduates competitive in the workforce. Carthage has undertaken a \$100 million fundraising campaign, "Light that Travels," to deliver a radiant future for students through access, program innovation, and sustained excellence. Founded in 1847, Carthage is located on an idyllic shore of Lake Michigan in Kenosha, Wisconsin, in the thriving corridor between Milwaukee and Chicago. Grow with us: www.carthage.edu