

Product Planning

Last Updated: Tue, 03/17/2026

Course prefix: MGT

Course number: 6325

Section: EMA

CRN

91258

Instructor first name: Timothy

Instructor last name: Halloran

Semester: Fall

Academic year: 2026

Course description: Examines the critical role that product and brand managers play in the organization, and issues inherent in managing product portfolios across a range of industries including consumer products, technology products, and consumer services. Topics include the new product development process, product portfolio strategies, brand/product positioning, and development of annual brand/product marketing plans.

Academic honesty/integrity statement:

One serious kind of academic misconduct is plagiarism, which occurs when a writer, speaker, or designer deliberately uses someone else's language, ideas, images, or other original material or code without fully acknowledging its source by quotation marks as appropriate, in footnotes or endnotes, in works cited, and in other ways as appropriate (modified from WPA Statement on "Defining and Avoiding Plagiarism"). If you engage in plagiarism or any other form of academic misconduct, you will fail the assignment in which you have engaged in academic misconduct and be referred to the Office of Student Integrity, as required by Georgia Tech policy. We strongly urge you to be familiar with these Georgia Tech sites:

- Honor Challenge — <https://osi.gatech.edu/students/honor-code>
- Office of Student Integrity — <http://www.osi.gatech.edu/index.php/>

Core IMPACTS statement(s) (if applicable):

Core IMPACTS refers to the core curriculum, which provides students with essential knowledge in foundational academic areas. This course will help master course content, and support students' broad academic and career goals.

This course should direct students toward a broad Orienting Question

- How do I write effectively in different contexts?

Completion of this course should enable students to meet the following Learning Outcomes:

- Students will communicate effectively in writing, demonstrating clear organization and structure, using appropriate grammar and writing conventions.
- Students will appropriately acknowledge the use of materials from original sources.
- Students will adapt their written communications to purpose and audience.
- Students will analyze and draw informed inferences from written texts.

Course content, activities and exercises in this course should help students develop the following Career-Ready Competencies:

- Critical Thinking
- Information Literacy
- Persuasion