



**22nd Annual MMA Fall Educators' Conference, September 20-22, 2017**  
**Pre-Conference Workshops**

Workshops will be held Wed, Sept 20, 8:30-11:30am. The \$40 registration fee (\$20 for full-time in-residence students) includes lunch on Wednesday. Pre-conference workshop attendees must also register for the conference. This can be done online via the conference webpage at [www.mmaglobal.org](http://www.mmaglobal.org). Questions? Contact Conference Program Chair Debbie DeLong at [FallConference@mmaglobal.org](mailto:FallConference@mmaglobal.org).

***Workshop 1: Synchronous, Asynchronous, Livestream and Immersive Video in Education***  
***Tools and Techniques***  
***Lyle Wetsch, Memorial University of Newfoundland***

The use of video has become integral to many disciplines and is increasingly accessible. This session will provide interactive training on how to optimize your videos through video editing tools, YouTube optimization and editing, and interactive branding elements. Synchronous live streaming tools, channels, and utilization of Facebook Live YouTube Live and Zoom Meeting will be discussed as well as many free or low cost tools that can be used for asynchronous recorded videos. The emerging role of 360 Virtual Reality video will be demonstrated and discussed as well. Attendees can expect to gain: 1) An understanding of the importance of video in education 2) The ability to create an enhanced YouTube channel for deploying class video 3) The ability to use YouTube to edit and optimize videos 4) The ability to add interactive elements to your videos to enhance engagement 5) To understand the role of synchronous, livestream, asynchronous and immersive 360 video deployment. Attendees are encouraged to bring a laptop for hands-on engagement with some of the tools. Recording devices and immersive technologies will be provided for use during the session.

***Workshop 2: Why Analytics Needs to be in the Classroom and Where to Start***  
***Camille Schuster, California State University - San Marcos***  
***Charles Bodkin, University of North Carolina - Charlotte***

Business professionals expect that marketing students have experience with business intelligence (BI) tools. The lack of data, cases, and materials has been identified as the biggest hurdle in teaching these skills or integrating analytics into the marketing curriculum. On the one hand you can invest the time and money to learn all the analytic tools such as Google Ad words analytics, SAS Analytics, or Tableau, etc. Who has the time and energy? On the other hand, the demand for including analytics in all forms of marketing increases. This session will address the reasons why we need to include analytics, the difference between analytics and marketing research. Most importantly, this session will provide access to cases and materials for integrating analytics into a variety of marketing classes. Attendees are encouraged to bring a laptop or tablet device for hands-on engagement with some of the tools and technologies presented.

***Workshop 3: Tools and Technologies for Teaching Digital Marketing III***  
***Debra Zahay-Blatz, St. Edward's University***  
***Janna Parker, James Madison University***

This session is designed for those interested in teaching a digital or internet marketing course or incorporating the material into existing courses. Session leaders will discuss approaches for incorporating digital marketing in to the curriculum and demonstrate some of the tools available for classroom use. Facilitators will discuss how these tools can be used to develop a student's personal brand and help them gain valuable certifications to position themselves in the workplace. Additional technologies addressed include Hootsuite for teaching Social Media marketing, Facebook for Marketing Analytics, AdWords and the Google Online Marketing Challenge for teaching Search Marketing, Weebly, Wix and Wordpress for personal webpages and the Digital marketing simulations. No prior experience or prerequisites are needed. Attendees are encouraged to bring a laptop or tablet device for hands-on engagement with some of the tools and technologies presented. There will be new material covered so those who attended last year's session will be able to learn from a different perspective.