



24th Annual MMA Fall Educators' Conference, September 18-20, 2019

Pre-Conference Workshops

Workshops will be held Wednesday, September 18th from 8:30-11:30 a.m. The \$50 registration fee includes lunch on Wednesday. Pre-conference workshop attendees must also register for the conference by September 1, 2019 via the Event Brite website at mma2019.eventbrite.com. If you have any questions, please contact Conference Program Chair Ursula Sullivan at FallConference@mmaglobal.org or visit the MMA Fall Conference website at: <http://www.mmaglobal.org/conferences/fall-conference/>.

Workshop 1: Jacobs & Clevenger Case Writers' Workshop ***J. Steven Kelly of DePaul University*** ***Susan K. Jones of Ferris State University***

Join us for the 24th Annual Jacobs & Clevenger Case Writers' Workshop! Whether you are already a seasoned case writer, or you would like to consider case writing, or just want to enjoy idea sharing and curriculum enhancement around fresh, timely cases, this workshop is for you. The Workshop (with main sponsor Ron Jacobs of Chicago agency Jacobs & Clevenger) will include presentations from the 2019 winning case writers, as well as ideas for new cases and how-tos for case writers. Join our warm and friendly case writing community to learn how you can create your own case or find a partner or two for the 2020 competition. Winning cases have been published in books of readings and cases since the early 2000s – the latest is *The IMC Sourcebook: Readings and Cases in Integrated Marketing Communications*, easily searchable at Amazon.com.

Workshop 2: Incorporating Digital & Social Media Across Marketing Courses: Design, Assignments, and Professional Development ***Lyle Wetsch, Memorial University of Newfoundland***

Today, digital and social media have become core competencies for almost every organization's survival regardless of the type of business. In order to prepare our students for the future, and even today, understanding the connectedness of digital and social media across the entire marketing discipline is essential; but there are challenges with successful integration. Having an effective map of digital and social media tools and techniques as they apply across the discipline is lacking, appropriate assignments (experiential and others) with a digital and social media foundation are not typically incorporated into existing course structures, and faculty who typically teach non-digital centric courses may feel they are lacking in the technical expertise and knowledge to effectively integrate the skills.

In addition to providing a guide for the mapping of digital and social media skills, content, and assignments across traditional marketing course offerings, this workshop will provide some fundamental skills that can be easily incorporated within a number of courses in the curriculum and provide specific suggestions to free training platforms and certifications that existing faculty can use to develop their own skills and knowledge or to incorporate into the curriculum as learning and assessment items.