



**25<sup>th</sup> Annual MMA Fall Educators' Conference, September 23-25, 2020**  
**Omni Providence Hotel in Providence, RI**  
**Pre-Conference Workshops**

Two pre-conference workshops will be offered on Wednesday, September 23<sup>rd</sup> 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 via the Eventbrite website: <https://www.eventbrite.com/e/mma-2020-fall-educators-conference-tickets-83684842617>. If you have any questions, please contact Conference Program Chair Ursula Sullivan at [FallConference@mmaglobal.org](mailto: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, DePaul University and Susan K. Jones, 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: Tools and Technologies for Teaching Digital Marketing V:  
Unleashing Creativity in the Digital Marketing Classroom***  
**Debra Zahay and Wes Pollitte, St. Edward's University,**  
**Holly Syrdal, Texas State University, and Jeannine Morber, Stevenson University**

This workshop is designed for those looking for exercises and activities that are ready to go NOW for classroom use to reinforce digital marketing, social media marketing and marketing analytics concepts. The emphasis is on student engagement and creativity and most of these exercises can be completed in class. *Target audience:* Professors and doctoral students who are interested in teaching a digital/internet marketing course or just looking for creative exercises to foster engagement as well as learning. *Approach:* Introduce in-class exercises and activities that can be used in all types of marketing classes to introduce digital marketing concepts, not just a digital marketing classroom. Technologies to be introduced/used include: Facebook Ads; Google text ads for paid search; email campaign; Spark!; Google Analytics; LinkedIn and more! An online folder with the exercises and rubrics will be provided to attendees in advance so you need to register by 09/15/2020 to gain access before the workshop.