

Preconference Workshops for the MMA Fall Educators' Conference will be held on Wednesday, 10/13 from 1:00-4:00 p.m. All registered attendees are invited to participate in the session of their choice.

Incorporating DEI in the Marketing Curriculum

Nakeisha S. Lewis (University of St. Thomas), Eric Rhiney (Webster University), Dalila Salazar (Texas A&M University – Central Texas), and Brian A. Vander Schee (Indiana University – Indianapolis)

Initiatives in DEI are relevant and timely. Institutions of higher education are making strides in planning and executing DEI strategies with the hope of institutionalizing these efforts. At the same time, how those approaches translate into in-person and online instruction has yet to play out. This session is designed for those interested in developing DEI classroom policies and pedagogical practices for marketing education. Practical resources will be provided. Facilitators will also address how to document DEI practices and demonstrate effectiveness through assessment.

26th Annual Jacobs & Clevenger Case Writers' Workshop

Susan Jones (Ferris State University) and Steve Kelly (DePaul University)

Join us for the 26th 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 2021 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 2022 competition. Winning cases have been published in books of readings and cases since the early 2000s – the latest is *The IMC Case Book, Second Edition* (co-editors Susan K. Jones and J. Steven Kelly), easily searchable at Amazon.com.

Tools and Technologies for Teaching Digital Marketing V: Diverse Perspectives on Engaged Learning in the Digital Marketing Classroom

Debra Zahay Blatz (St. Edward's University), Janna Parker (James Madison University), Holly Syrdal (Texas State University), and Wes Pollitte (St. Edward's 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 engaging all students and most of these exercises can be completed in class. Workshop participants will be introduced to eight short lessons that are designed to alleviate Zoom and in-person classroom fatigue while teaching and reinforcing digital marketing concepts.