Marketing Management Association

MMA Fall Educators' Conference
September 21-23, 2022
Pre-Conference Workshops

Workshops will be Wednesday, September 21, 2022 from 9:00am- 12:00pm. The $55 registration fee 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.
Questions? Contact Conference Program Chair Takisha Toler at FallConference@mmaglobal.org.

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

Join us for the 27th 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 2022 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 2023 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): Readings and Cases in Integrated Marketing Communications, easily searchable at Amazon.com.

Workshop 2: Incorporating Data Analysis and Visualization in the Classroom Workshop
Masoud Moradi, Texas State University

Numerous organizations are leveraging data analysis and visualization techniques to improve their decision-making processes and increase customer and shareholder value. This is an essential skill in today's corporate world. This workshop is designed for instructors who wish to include data and visual analytics in their courses. In the workshop, participants will learn how to analyze data in the classroom to communicate business-related implications effectively. We will utilize the analytical capabilities of Tableau, the industry-leading visualization tool, and prepare participants to be comfortable using this software. Additionally, we will use XLSTAT, a powerful yet flexible Excel data analysis add-on that enables users to analyze data and create professional reports within Microsoft Excel.