



Hubro Simulations
A Sage Resource

Pre-Conference Workshops

MMA Fall Educators Conference

September 23-25, 2026, Drury Plaza Hotel, New Orleans, Louisiana

Pre-conference workshops will be held on Wednesday, September 23, 2026, from 12:00 to 3:00 pm. The \$40 pre-conference workshop fee (in addition to conference registration) includes a boxed salad lunch. Sign up when [registering for the conference](#). Conference Program Chair Mary Martin: mmartin@fhsu.edu.

Workshop 1: Introduction to Marketing Simulation Competition

Stian Fyrand, Hubro Simulations

Have you ever wondered what it is like to use a simulation, but don't have the time to experience the learning process? This is your chance to dive in! No preparation needed. Once registered, you are placed in a team of three attendees. You will receive instructions, explore the simulation, and then compete like you in your students' shoes. We will discuss learning takeaways and how simulations enhance engagement and understanding. Each winning team member receives a \$100 Amazon gift card. Bring a laptop. **Space is limited to 15 participants**, so register today!

Workshop 2: The Latest Marketing AI for the Classroom and Workplace

Jeremy Kagan, Columbia University

Marketing AI is an integral part of the modern marketer's workflow, spanning research, strategy, sales, media planning and buying, ad creation and deployment, and more. Learn the latest in marketing AI tools and processes, and how these affect you, your students, and the workplace. We'll review where AI is (and where it's going), from GenAI to agentic workflows, and share exercises you can use in your classroom. You'll have actionable projects, shareable templates, example assignments, and practical tools. Even if you've joined us in the past, there's plenty of new material to ensure you walk away with things you can use right away. **Registration is limited to 15 attendees.**

Workshop 3: Build Your Case at the JAME Case Writers Workshop

Susan Jones, Ferris State University, Sheri Lambert, Temple University

Join seasoned case writers for a hands-on session that will take your case from concept to publication submission to the Journal for Advancement in Marketing Education (JAME). We'll start with a set of proven best practices. Then you will share your case idea with our experts and your peers for insights and ideas. You will also receive one-on-one coaching to help you develop a case and teaching note. This workshop is designed for all levels of case writers, from those with only an idea to those with a full case and teaching note ready for review. **Space is limited to 15 participants.**

For those with a case in progress, use the CMT submission link on the conference webpage to submit one of the three versions between **June 1, 2026, and August 31, 2026.**

Embryo Case: If you have a compelling case idea, share the basic elements on the Embryo Case Submission Form to get constructive guidance from the workshop leaders and participants.

Case Only: If your case is more developed, but does not have a teaching note, you can make a submission to receive comprehensive feedback from workshop participants.

Case with Teaching Note: Have you finalized your teaching case? Submit your finished case and teaching note to further polish your work before submitting for publication.