Pre-Conference Workshops

MMA Fall Educators Conference
September 15-17, 2027, Drury Plaza Hotel San Antonio Riverwalk, San Antonio, Texas

Pre-conference workshops will be held on Wednesday, September 15, 2027, from 12:00 to 3:00 pm.
The $40 pre-conference workshop fee (in addition to the conference registration) includes a boxed lunch.
Sign up when registering for the conference.
Question? Conference Program Chair Mary Martin: mcmartin@ou.edu.

Workshop 1: 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 20 attendees**.

Workshop 2: Build Your Case at the JAME Case Writers Workshop

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 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 20 participants**.

If you have a case in progress, use the CMT submission link on the conference webpage to submit one of the three versions between **June 1, 2027, and August 13, 2027**.

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.