



**MARKETING
MANAGEMENT
ASSOCIATION**

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.

Questions? Contact Conference Program Chair Mary Martin: mmartin@fhsu.edu.

Register via the [conference webpage](#).

Workshop 1: Introduction to Marketing Simulation Competition

Stian Fyrand, Hubro Simulations

Have you ever wondered what it is like to use a simulation in your course, but don't have the time to experience the learning process yourself? This pre-conference workshop competition is your chance to dive in. No preparation needed. Once registered, you will be placed in a team of three faculty members who are also new to the simulation. Together, you will receive simple instructions, explore the simulation, and then compete against other teams in a fun challenge that puts you in your students' shoes. After the simulation, we will wrap up with a debrief discussing learning takeaways and how simulations can enhance engagement and understanding in your own courses. Each member of the winning team will receive a \$100 Amazon gift card. Bring a laptop to participate. **Space is limited to 15 participants**, so register today to secure your spot!

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

Susan Jones, Ferris State University

Sheri Lambert, Temple University

Join seasoned case authors, editors, evaluators, and users for a hands-on session that will take your case from concept to creation to publication submission to the Journal for Advancement in Marketing Education (JAME). We'll start with a set of proven best practices for writing and publishing cases. 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 that will inspire your own classes and other marketing educators. This workshop is designed for all levels of case writers, from those with only an idea in mind to those with a full case and teaching note ready for review. **Space is limited to 15 participants** to ensure personal attention and community building.

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**, to optimize your workshop time.

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.