

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 at mmaglobal.org.

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: Journal for Advancement of Marketing Education Symposium

Brooke Reavey, Dominican University, JAME Editor-in-Chief

Bela Florenthal, William Paterson University, JAME Associate Editor

Jen Riley, Vanderbilt University, JAME Associate Editor

Do you have a working paper for publishing in a pedagogical journal, but need some guidance on how to make a successful submission? Perhaps you have an excellent teaching idea, concept, research plan, and even research results, and you need help in formulating a finished version. This pre-conference workshop will help you reach your goal of getting published in JAME. The editorial staff will be on hand to provide practical tips for submitting to the journal. Then, you will receive individual feedback on your work in progress.

More information will be available shortly on how to prepare for and participate in the JAME Symposium.