



**30th Annual MMA Fall Educators' Conference, September 17-19, 2025.
Pre-Conference Workshops**

Pre-conference workshops will be held Wednesday, September 17, 1:00-4:00pm.
There is no additional fee, however workshop attendees must register for the conference at mmaglobal.org.
Questions? Contact Conference Program Chair Mary Martin at mmartin@fhsu.edu.

Workshop 1: Incorporating Text Analytics and AI Tools in Teaching and Research
Brooke Reavey, Dominican University

Text analytics and AI-enabled tools are transforming marketing research and qualitative analysis. Join Professor Brooke Reavey in this interactive workshop introducing the latest techniques for gathering and analyzing qualitative data for your research needs. You'll learn how to use text analytics tools to uncover insights from open-ended responses such as Linguistic Inquiry and Word Count (LIWC) and machine learning techniques. You will also learn how to embed AI-driven methods, such as chatbots into a survey to enhance data collection of open ends. Attendees will experience hands-on exercises using free and low-cost AI tools to apply these concepts in the classroom and for their own research. Bring a laptop and leave with practical resources to integrate these innovative methods into your courses!

Workshop 2: Incorporating Artificial Intelligence in Marketing Education
Jeremy Kagan, Columbia University

Generative Artificial Intelligence (GenAI) impacts marketing in many ways. Marketing educators need to understand how GenAI has changed the marketing profession and better incorporate these insights into the classroom. Join Professor Jeremy Kagan as he shares insights, case studies, and in-class exercises he developed while bringing GenAI for marketing into the 3rd edition of his textbook, *Digital Marketing: Strategy & Tactics* (Wessex). Workshop attendees will walk through in-class exercises using free and low cost GenAI tools related to branding, advertising creative, content marketing, and marketing communications across search, email, display advertising, and social media. Bring a laptop to participate hands-on, and leave with tools, spreadsheets, slides, and other resources you can use in the classroom right away!

Workshop 3: Exploring Inclusive Strategies and Emerging Technology Using UDL
Diane Santurri, Johnson & Wales University

Universal Design for Learning (UDL) was developed by the Center for Applied and Special Technology (commonly known as CAST) to create an inclusive learning environment. It has grown in popularity and scope to improve American higher education. This session will introduce the UDL principles and guidelines while connecting to emerging technology. Attendees will understand how UDL can promote teaching and learning for all. This interactive workshop will provide resources, best practices, practical strategies, as well as actionable plans for implementing UDL into an existing course design. This session will reflect on barriers to learning and empower attendees to embrace UDL principles. Bring a laptop to participate in this interactive session and be ready to develop a more inclusive and accessible learning environment for your students!