



29th Annual MMA Fall Educators' Conference, September 18-20, 2024. Pre-Conference Workshops

Pre-conference workshops will be Wednesday, September 18, 2024, 2:00-5:00pm.
There is no additional fee, however workshop attendees must register for the conference mmaglobal.org.
Questions? Contact Conference Program Chair Brian Vander Schee at vandersb@iu.edu.

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!

Effectively Using Simulations in Your Marketing Courses ***Scott Griffith, Briar Cliff University***

Since 1957, marketing simulation games have been integral in business education, with 50% of university business instructors using them at one point. Before integrating them into your classroom, it's important to understand their role in your curriculum, how they can convey marketing concepts effectively, and how they can be a helpful tool when teaching. **This workshop offers insights into these aspects and how you can easily incorporate simulation games into your marketing courses.** We will discuss learning objectives, outcomes, and compare simulations to other teaching methods. Selection criteria for the right simulation game, balancing complexity and simplicity, and the significance of student and instructor engagement will be explored. Implementation techniques, including grading, play duration, enhancing learning, and evaluation will be covered. Lastly, we will address the importance of debriefing the simulation experience and methods for evaluating both instructor and student experiences. Join the workshop to learn more!

