



**2024 Teaching & Learning Conference
San Antonio, TX
September 11, 12, 13**



Presented by the International Society of Marketing in collaboration with MBAA-International



Plan to attend THE best value Fall Conference:

When: September 11-13, 2024

**Where: Drury Plaza Hotel on the Riverwalk, San Antonio TX
(Conference Hotel rate is **\$179** per night + tax)**

The conference will focus on the latest trends relating to improving teaching and learning. Sessions are discussion based and participation is encouraged. This is not a research-oriented conference and there are no Proceedings. Just great sessions focused on teaching and learning.

<https://internationalsocietyofmarketing.org/>



2024 Teaching & Learning Conference
San Antonio, TX
September 11, 12, 13
THE Conference for ALL business professors.



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Conference Registration Form

Name: _____

Phone: _____ Email: _____

Address: _____

University/College _____

If bringing a guest, please put their name here and see "Conference Fees" _____

If you attend(ed) the 2024 Spring MBAA-I conference in Chicago, which organization was your primary registration?

Conference Theme: What Works / What's Next

Here are some possible conference session topics. Check any of interest to you. Or add another topic below. (Of course, you can attend any session and participate or just listen)

- | | |
|--|--|
| <input type="checkbox"/> Online, Hybrid and Hyflex learning | <input type="checkbox"/> Emerging alternatives to traditional higher education |
| <input type="checkbox"/> Rising costs, lower budgets and student debt. | <input type="checkbox"/> Should all high school graduates go to college? |
| <input type="checkbox"/> The Gender Gap in higher Education. | <input type="checkbox"/> The future of Tenure – new trends. |
| <input type="checkbox"/> STEM Education in Business for future careers | <input type="checkbox"/> What does AI mean for teaching professionals? |
| <input type="checkbox"/> Group activities for the online classroom, | <input type="checkbox"/> Gamification and Game-Based Learning |
| <input type="checkbox"/> Does any course need to be taught F2F? | <input type="checkbox"/> Generative AI to enhance Teaching and Learning |
| <input type="checkbox"/> Honesty and ethics in online classes. | <input type="checkbox"/> Role of your research in your classes |
| <input type="checkbox"/> Priority of research v teaching | <input type="checkbox"/> Virtual Reality (VR) and Augmented Reality (AR) |
| <input type="checkbox"/> Global Collaborative Learning | <input type="checkbox"/> The Gender Gap in higher Education |
| <input type="checkbox"/> Trigger warnings, Sensitivity, cancel culture, and woke: What's next? | |

Do you want to propose a session for the conference? Please provide as many details as possible and indicate if you have colleagues who would be participating in that session.

Registration Process:

We are providing two ways to register for the conference (sorry, no credit cards- fees were a killer):

- 1: Complete Registration form and mail, with your check, payable to ISM, for the conference registration fee to:
Dr. Ken Heischmidt
Department of Marketing
Southeast Missouri State University
Cape Girardeau MO 63701

OR

- 2: Send an electronic copy of page 1 of this document to: intsocmarketfallconf@gmail.com.
Remit the conference registration fee via Zelle* to; intsocmarketfallconf@gmail.com.
(If payment is from an account name different from conference attendee, please advise pgordon@semo.edu)

Conference Fees: Early Registration to August 1 \$260 (\$130 for students/retired faculty)
After August 1 \$300 (\$150 students/retired faculty)
(Add \$175 for extra guest complete conference package – all meals**)

* Zelle is a SAFE, FREE way to transfer money from your bank account to a recipient's bank account.
All you need to do is add the ISM conference email address for the payment. Go to your bank's web-page or App for details. Receipts will be sent immediately after the conference. Questions? Contact pgordon@semo.edu

** Conference Guests can also pay per meal. Please contact Peter Gordon for more information.

What is included in your conference fee/hotel package? (provisional)

Wednesday

- * 12:00 Registration Desk opens
- * 2:00 – 5:00 pm Conference Sessions
- * 5:30 – 7:00 pm Drury “Kick Back” Happy Hour – drinks and snacks
- * 7:00 – 9:00 pm Dinner – on your own... followed by social time in “Teller’s Bar” in lobby.

Thursday

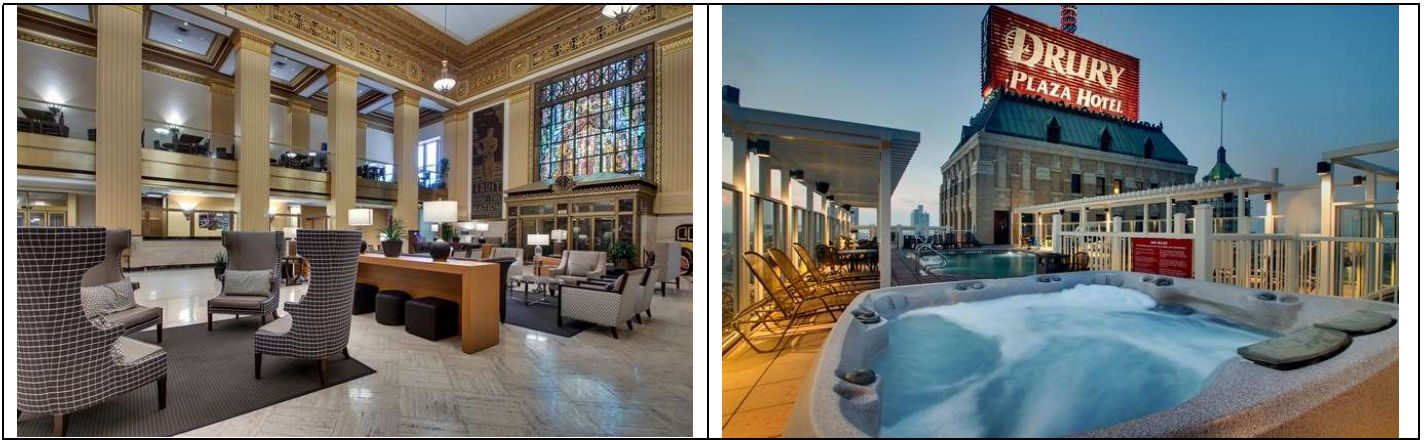
- * 6:00 – 9:30 am Great Breakfast
- * 9:00 – 12:00 pm Conference Sessions
- * 12:00 – 1:30pm **Conference Lunch**
(no speeches, no awards... just great food and camaraderie)
- * 2:00 – 5:00 pm Conference Sessions
- * 5:30 – 7:00 pm “Kick Back” Happy Hour
- * 7:00 – 10:00 pm **Conference Dinner** followed by ISM social time in “Teller’s Bar”

Friday

- * 6:00 – 9:30 am Great Breakfast
- * 9:00 – 12:00 pm Conference Sessions
- * 12:00 – 2:00 pm **Conference Lunch**
- * 2:00 – 5:00 pm Conference Sessions
- * 5:30 – 7:00 pm “Kick Back” Happy Hour
- * 7:00 pm Optional Informal Dinner

Tell your colleagues what a great value this conference is!

Hotel: [Drury Plaza Hotel, San Antonio Riverwalk, 105 South St Mary's St.](#)
[\(210\) 270 7799](#)



Please use the group code for International Society of Marketing “**10099060**” if you call.

or

go online through this link:

<https://www.druryhotels.com/bookandstay/newreservation/?groupno=10099060>

The special conference rate of \$179 (+tax) is available Wednesday to Saturday. Rate available until August 10.

If you want to extend your stay, please contact Peter Gordon (pgordon@semo.edu) for info on special extended rates.

Why San Antonio?

1. *San Antonio is one of the most popular tourist cities in the country, with some iconic tourist sites such as the Riverwalk, the Alamo, San Fernando Cathedral... and more!*
2. *Great rate at the historic Alamo National Bank, restored as a Drury Plaza Hotel. Rated #1 hotel on the Riverwalk by Booking.com*
3. *The hotel is right on the Riverwalk. Lots of restaurants, bars and entertainment options. All in a very safe environment.*
4. *Easy access from San Antonio Airport to the hotel.*
5. *September = Great weather. Cooler than peak summer.*
6. *San Antonio really fits the first two elements of our conference slogan:*

Informal, budget-friendly and multi-disciplinary.

Want more conference information? Please contact:

Peter Gordon (pgordon@semo.edu)

or John Cherry (jcherry@semo.edu)