

## Teaching Focused Sessions

Join us at the 2026 AMA Summer Academic Conference for the following teaching-focused sessions designed to strengthen your marketing impact:

- Award-Winning Teaching Techniques: Strategies That Drive Student Outcomes & Lasting Impact
- Marketing Educators Pre-Session Improving the Classroom Through Practiced Tradition and New technology (Registration Required)
- New Product Development, Innovation, and Technology | What's Next for Innovation? Research, Practice, and Teaching Perspectives
- Teaching Impact session: Teaching AI with AI: Prompt engineering, guardrails and assignments

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» Register by June 17 and Save!