



A Mentored Approach to YOUR Development

## The CASE Association

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The CASE Association is built on a **Supportive Network of Engaged Colleagues**. Our mission is to foster high quality case research, writing, instruction, and publication and to promote the appreciation of cases as respected intellectual contributions. We nurture case scholars at every stage of their careers by providing a supportive network of engaged colleagues. We are responsive to the needs of developing case writers through formal and informal mentoring via association activities and The CASE Journal.



# Case Writing Certification

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## Program

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Case Writing Certification  
The Case Association  
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[certification@caseweb.org](mailto:certification@caseweb.org)

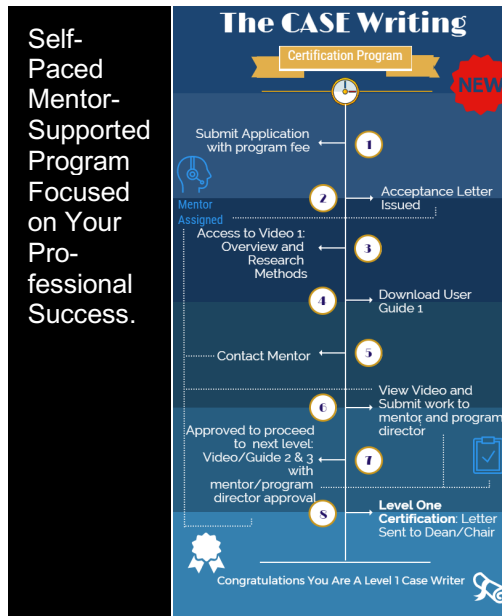


## What is the Case Writing Certification Program?

Launched in 2017, the two-stage, online, self-paced certification program aims to support, sustain, and encourage case writing through professional development.

**Level 1** – A structured program of videos, user guides and exercises, individual mentoring by experienced CASE members, and a final evaluation.

**Level 2** – Certified Case Writing Professional, requires success in Level 1 plus evidence of publication of two cases in peer-reviewed journals.



## Why This Certification?

- Case writing aligns with AACSB intellectual contributions
- Provides a mentor to guide your progress and ensure your success
- Validates your efforts at professional development
- Elevates your level of professionalism and organizational standing (P&T)
- Full-time faculty can demonstrate research to practice
- Adjunct faculty can show a move from practice to pedagogy

## Case Writing Recognized as Intellectual Contribution

“[case writing is] a way of capturing the complexity of management.”  
– Michael Porter

“... value of case research and writing as a powerful tool for faculty scholarship.” – AACSB Int.

## Program Pricing

### Level 1

- Individual: \$295
- Institution (5+ certifications): \$240 per certification

### Level 2

- Individual: \$129

## The CASE Journal

*TCJ* offers authors the chance to work collaboratively with a team of expert reviewers and the Editor-in-Chief to develop their case study into its best possible form.