

**The Case Camp** is an intensive hands-on workshop devoted to exploring the underlying dynamics of teaching by the case method and to empowering participants to write "cases" that act as catalysts for rich and dynamic collaborative classroom discussions. It will be fun, inspirational, instructive, and hopefully provocative. Its action orientation will provide a platform for taking new and veteran teachers and case-writers to a new level. There will be two components of the **Case Camp** that can be attended separately or together. Both will feature interactive sessions and group critiques.

**Attendance is limited.** Fee includes continental breakfasts, refreshments, and lunches. Special rates for lodging and discounted airfare are available. Send in your registration form to lock in your spot today.

**For more information, please contact:**

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# Case Camp

A collaborative workshop on teaching by the case method and writing dynamic cases

*intensive*

*empowering*

*instructive*

*provocative*



## Case Teaching

The first two and one-half days will cover the theory, practice, and nuts and bolts of case teaching. The session will include **in-class practice and critique** and will cover the power of the case method, positioning the course, selecting the right cases, setting “the contract”, discussion dynamics, tricks of the trade, and student evaluation.

## Case Writing

The second two and one-half days will guide attendees through the process of case writing. Through a series of **interactive exercises**, case discussions, small group breakouts, and presentations, attendees will gain a fresh perspective on teaching by the case method and **developing cases**. Sessions will include choosing a subject, structuring the case and story telling, case publishing, creating a compelling instructor’s manual, publishing, and acceptance of case development as research. Participants will develop their own case concepts in this workshop and construct case openings, outlines, and detailed plans for case completion.

## Faculty

### Lew Brown

Lew G. Brown is Associate Professor of Marketing in the Department of Business Administration, Joseph M. Bryan School of Business and Economics, University of North Carolina at Greensboro. He holds a BA in Political Science, a Masters of Public Administration, a Masters of Business Administration, and a Ph.D. in Marketing, all from the University of North Carolina at Chapel Hill. Dr. Brown teaches and consults in the areas of marketing management and strategic marketing, and he conducts research on the subject of convenience as a strategic and tactical marketing variable. Students and colleagues have recognized his outstanding teaching by awarding him UNCG’s Alumni Teaching Excellence Award and the Bryan School’s Outstanding Faculty Award. He also serves as the Bryan School’s Director of Undergraduate Programs.

Dr. Brown is a member of the North American Case Research Association (NACRA) and served as its president for 2001-02. He has published nine cases in the association’s Case Research Journal and has twice won the prestigious Curtis E. Tate, Jr., Award for the Outstanding Case presented at NACRA’s annual meetings. Dr. Brown serves on the Editorial Review Board for the Case Research Journal, and received the Journal’s Outstanding Reviewer Award for 1999. He also writes the company cases for Philip Kotler and Gary Armstrong’s Principles of Marketing textbooks. His cases have appeared in numerous textbooks and electronic case databases; and in January 2000, he and Dr. David Rosenthal authored Cases in Strategic Marketing, a textbook published by Prentice Hall.

### David W. Rosenthal

David W. Rosenthal is Professor of Marketing at Miami University where he teaches courses in marketing strategy, business policy, and sales management. He holds a D.B.A. from the University of Virginia, a Masters in Business Administration from Southern Illinois University and a B.S. in Economics from the University of Pennsylvania. He won the Miami University Associated Student Government Outstanding Professor Award in 2002, the CELT Award for Excellent Teaching in 2000, the Philip R. Shriver Award for Sustained Excellence in Teaching in 1997, and the Miami University Effective Educator Award in 1988.



Professor Rosenthal is a member of the North American Case Research Association (NACRA) where he is the Editor of the Case Research Journal. He has also held multiple positions on the Board of Directors and was President in 1995. He is also a member of the Society for Case Research (SCR) where he has held a number of positions on their board of directors. He is also a Referee and Professional Reviewer for the Business Case Journal and the Annual Advances in Business Cases. Professor Rosenthal has made numerous presentations on the subjects of Case Research and Teaching Using the Case Method. His casework has been published in Business Marketing Management, Annual Advances in Business Cases, The Business Case Journal, and the Case Research Journal. He and Lew Brown are co-authors of Strategic Cases in Marketing.

### David Wylie

David Wylie is an executive in residence at Babson College and the director of Babson College Case Publishing in Wellesley, Massachusetts. Before joining Babson College in 1996, he wrote cases and teaching materials at IMD in Lausanne, Switzerland, at the Harvard Business School, and for a number of corporate clients. He received his BA from Harvard in 1969 and his MBA from the Harvard Business School in 1984.

He has written over 60 cases and teaching notes, and his field research has taken him across the United States and to Chile, Russia, Korea, the Czech Republic, Hong Kong, China, Japan, India, Italy, and Mexico.

He has delivered seminars in case writing at the University of St. Petersburg, Babson College, Otterbein College, DePaul University, the Harvard Business School, Stockholm University, the North American Case Research Association (NACRA) annual conferences, WACRA conferences, the Southeast Case Research Association (SECRA), the Academy of Management, and the Norwegian School of Management.

He serves on the board of directors of NACRA and is a reviewer for the Case Research Journal. He also serves on the WACRA committee on Case Standards Setting with a mandate to promote case method research as scholarship and to develop standards of excellence in case method research and application.

