

“Ask not what the CoB can do for you – ask what you can do for the CoB”
MARKETING

This report examines the contribution to the CoB's bottom line of each of the CoB's marketing faculty. The data used for doing so are (1) each faculty's tuition contribution via his or her fall 2008 SCH production, and (2) each faculty's fall 2008 salary. These data appear in Table 1 below.

Table 1
Net Contribution of CoB's Marketing Faculty, Fall 2008

Rank	Name	Tuition Contribution	Salary	Net Contribution
1	Loyd, Dolly	\$116,235	\$27,140	\$89,095
2	Andrews, Melinda	\$ 61,500	\$50,000	\$11,500
3	LaFleur, Elizabeth	\$ 56,763	\$49,080	\$ 7,683
4	Smith, William	\$ 40,590	\$40,796	-\$ 206
5	Wittmann, Michael	\$ 35,670	\$49,162	-\$13,492
6	Pollitte, Wesley	<u>\$ 23,985</u>	<u>\$50,000</u>	<u>-\$26,015</u>
		\$334,743	\$266,178	\$68,565
	Bradley, Greg	\$ 29,520	n/a	n/a
	Rivers, Amber	\$132,840	n/a	n/a
	Wolf, Marco	<u>\$ 38,745</u>	n/a	n/a
		\$535,848		

Notes: SCH production data come from the USM registrar. Tuition contribution data is based on semester hour prices of \$205 (UG) and \$273 (G). All students are assumed to be in-state students. Salary data are taken from USM Budget Book 2008-09.

As Table 1 indicates, instructor Dolly Loyd is the largest tuition contributor in MKT. Her production of more than \$116,000 in the fall of 2008 is 89% above that of her nearest colleague, newly hired assistant professor Melinda Andrews. The net contribution *total* for MKT, at least based on the available data (from six faculty), is a paltry \$68,565 – not enough to pay for the fringe benefits of half the group. The CoB's marketing department is anything but a picture of health. New CoB dean Lance Nail would be wise to investigate this situation further.