

## Breaking News

### IHL Board Approves Healthcare Marketing Degree

HATTIESBURG – In his 15-Nov-07 article entitled “USM to offer new degree program,” *The Hattiesburg American’s* Phil Hearn informs the South Mississippi community that the Mississippi IHL Board has approved the CoB’s new Healthcare Marketing degree program.<sup>1</sup> Interim CoB Dean Alvin Williams told Hearn that the CoB is “excited about this [new degree program],” and that the CoB’s Marketing faculty have put together “a state-of-the-art program” whose nearest competitors are as far away as Saint Joseph’s University (Philadelphia, PA) and Rutgers University in New Jersey.

Accompanying Williams to the 14-Nov-07 IHL Board meeting were Interim Chair of Management & Marketing, Tony Henthorne, and the Max Draughn Pharmaceutical Sales Assistant Professor, Michael Wittmann. Hearn points out that Wittmann, who is a Long Beach native and graduate of USM, and who also came to the CoB in August of 2006 from a teaching position with the University of North Texas, believes that the CoB’s new degree in healthcare marketing will expose students to rigorous curricula in business and the sciences.

As USMNEWS.NET reported back in mid-August of 2006, Wittmann appears to have been hired by the CoB as an Assistant Professor of Alternative Delivery of Business Instruction (see insert below). He was, however, quickly moved into the Max Draughn



Professorship of Pharmaceutical Sales shortly after arriving. Later, in the spring of 2007, Wittmann was awarded the largest 2007 merit raise in the CoB. His \$9,324 2007 merit

<sup>1</sup> See <http://www.hattiesburgamerican.com/apps/pbcs.dll/article?AID=/20071115/NEWS01/711150331/1002> for a full version of Hearn’s article.

raise pushed Wittmann’s state-supported salary up to \$94,324 per academic year. However, as ["Memo to Osmonbekov"](#) points out (see excerpt below),

In Table 1 below, USMNEWS.NET reporters have compiled a list of the journal publications for Osmonbekov and Michael Wittmann, another assistant professor in marketing and the holder of the Draughn Professorship, which is supported by a \$1,000,000 endowment.

**Table 1**  
**Journal Publications for Osmonbekov & Wittmann, 2001-Present**

<b>Year</b>	<b>Osmonbekov</b>	<b>Wittmann</b>
R&R	<a href="#">Journal of the Academy of Marketing Science</a>	Industrial Marketing Management
		Journal of Purchasing & Supply Management
2007	Journal of Business & Industrial Marketing	Journal of Business-to-Business Marketing
	<a href="#">Journal of the Academy of Marketing Science</a>	
2006	<a href="#">Journal of Business Research</a>	Journal of Personal Selling & Sales Management
2005	Marketing Theory	Int J of Physical Distribution & Logistics Mgt
	<a href="#">Journal of Business Research</a>	
	Industrial Marketing Management	
2004	Journal of Interactive Advertising	Journal of Marketing for Higher Education
		Journal of Business-to-Business Marketing
2003		
2002	Journal of Marketing Channels	Journal of Relationship Marketing
	Journal of Business & Industrial Marketing	
2001		Journal of Business-to-Business Marketing

**Source:** CoB SEDONA vitae (spring 2007 versions). “A” journals (see CoB journal ranking list) shown in blue font. R&R = revised & resubmitted.

Wittmann’s research credentials pale in comparison to those of Talai Osmonbekov, another assistant professor of marketing in the CoB. Osmonbekov was the recipient of only the 21st ranked 2007 merit raise (\$4,477) – less than one-half of Wittmann’s 2007 haul.<sup>2</sup> With the support of the \$1,000,000 endowment from Max and Susan Draughn, Wittmann’s 9-month salary could easily exceed \$120,000. Wittmann is also looking to up the ante by boarding the CoB’s [2007-08 P&T Jailbreak Train](#), a move that will increase his academic year base by an additional \$4,000.

Sources also tell USMNEWS.NET reporters that the CoB’s “new” healthcare marketing degree is not really new, having been approved all the way up through the Presidential level as far back as the 2005-06 academic year. Only through some mismanagement at the local (CoB) level was the approval of this degree delayed by the IHL Board. The original name for the degree program – pharmaceutical sales – too closely conflicted with programs at the University of Mississippi, the State’s flagship institution. CoB officials were slow to reformulate a proper title for the program after the original IHL-requested delay.

<sup>2</sup> For a look at how all other 2007 merit raises compare to Wittmann’s, see USMNEWS.NET’s [Your Value-to-Wittmann's Value Calculator](#).