

Just Who Does Southern Miss' CoB Think It Is?

Part 5

A Tale of Two Marketing Departments

University A			University B		
Faculty	Rank	Highest Degree	Faculty	Rank	Highest Degree
#1	Full	PhD, U of Arkansas	#1	Full	DBA, Mississippi State U.
#2	Full	PhD, Louisiana State U.	#2	V-Full	DBA, Mississippi State U.
#3	Assoc	PhD, U of Missouri	#3	Assist	DBA, Louisiana Tech U.
#4	Assoc	PhD, Louisiana State U.	#4	Assist	PhD, Texas Tech U.
#5	Assoc	PhD, Louisiana State U.	#5	V-Ast	MBA, U. of Southern Miss
#6	Assist	PhD, Louisiana State U.	#6	V-Ast	MBA, U. of Southern Miss
#7	Assist	DBA, Louisiana Tech U.	#7	Inst	MBA, U. of Southern Miss

Examine the table above. Given information at hand, the “Marketing Departments” at each of the two universities above sport seven faculty members for the upcoming 2008-09 academic year. At University A, there are two full professors, three associate professors, and two assistant professors, making for a nice blend of experience and fresh ideas. And, all seven of these faculty are on the tenure-track. As far as “highest degree” goes, all seven have earned PhDs/DBA in marketing, with two of these coming from Tier 2 institutions (Arkansas and Missouri) by *U.S. News and World Report’s* standard. On average, the seven degrees come from Tier 2.9. Finally, the College of Business that is home to this marketing department has a clean record with the AACSB.

At University B, there is one full professor, one visiting full professor, two assistant professors, two visiting assistant professors, and one instructor. Only two of these seven marketing faculty are on the tenure-track. As far as “highest degree” goes, only four have earned either a PhD or a DBA. In this case, its one PhD and three DBAs. Three of these terminal degrees come from Tier 3 institutions. The remaining three faculty hold master’s degrees (only), and each of them is from the U of Southern Mississippi, a Tier 4 institution. On average, and if the MBAs are counted equally with the PhD/DBAs, the seven degrees come from Tier 3.6. Finally, the College of Business that is home to this marketing department failed 5th-Year AACSB Review last year, and just completed a 6th Year Probationary Review for AACSB this year.

If your son or daughter wanted to study marketing, which institution would you prefer he or she attend? As you may have already figured out, University B is:



As for University A, it's not really a hypothetical institution either. In fact, it recently took advantage of the mismanagement of the CoB under former CoB Dean Harold Doty and former CoB Associate Dean Farhang Niroomand by hiring Tara Lopez, former assistant professor of marketing at USM. And, that institution is:



So, if you chose A for your son or daughter, as many of you probably did, then you chose Southeastern Louisiana University. And if you made that choice, you are probably surprised about now.