

Management & Marketing News, 8 August 2007

We have a number of interesting news items to report from the Management & Marketing Department as we approach the start of 2007-08. A few of these are detailed below.

Credit Where Credit is Due

When Interim Dean Alvin Williams named marketing professor Tony Henthorne as Chair of the Department of Management & Marketing, many CoB faculty and staff believed Henthorne would become the model for the absent chairman. Based on the first few months of evidence, Henthorne may actually be the hardest working CoB Chair on staff, now or at any time in the past few years. Henthorne's predecessor, Barry Babin, practically lived in airports – and that's how Babin's wife, Laurie, described it. EFIB Chair George Carter may be the one setting the new standard. According to sources, Carter finds 1,001 ways to be out of his office, and that includes spending all afternoon of a working weekday at either his \$335,000 Canebrake crib or one of the local Starbucks branches. The newly appointed Interim SAIS Director, Steven Jackson, is mostly MIA these days, and the SAIS offices are often closed down before 8:00am. So, USMNEWS.NET credits Henthorne with performing the duties that accompany the position of department chair. While many in the CoB predicted the opposite, Henthorne is becoming the model chair.

Settling in at UL-Monroe

As the 2007-08 academic year approaches, the CoB's Management & Marketing Department will be without two veteran faculty, Barry and Laurie Babin. Barry, the former Chair of the department, now serves in a similar capacity with Louisiana Tech University. Laurie is now with the marketing faculty at the University of Louisiana at Monroe. To see how things might be for Laurie in Monroe, compared to the way things were for her at USM, our reporters have put together her UL-Monroe teaching schedule for Fall Semester 2007.

Laurie Babin's Teaching Schedule, Fall Semester 2007

Course #	Course	Times	Notes
MRKT 301	Fundamentals of Marketing	11-12:15 (MW)	
MRKT 407	Advertising & Sales Promotion	9-10:15 (MW)	Hybrid – Online & On Campus
BMBA 521	Marketing Strategy	6-8:45 (T)	

As the table above shows, Babin's fall 2007 UL-Monroe teaching assignment has a little bit of everything. Following the reporting format of some of the CoB faculty

grievances posted to this website, we notice that there are three courses, three preparations, a graduate course, a night course, and teaching across three days per week. And, Babin's schedule even includes a dreaded "Hybrid" course, the subject of much contention in USM's CoB during the 2004-2006 period. About the only redeeming aspect of the schedule is the Thursday-Friday relief.

Sources have told USMNEWS.NET that the Babins have been following, with great interest and pleasure, the CoB's recent descent. During the past two years, the MGT & MKT group seemed to splinter into two factions, pitting the Babins and others against Alvin Williams' supporters. Certainly some in the Williams faction will be pleased with the contents of the table above.

More New Faces

The arrival of new hires David Glascoff (Western Sate College of Colorado) and Gallayanee Yaoyuneyong (fashion merchandising PhD student from Florida State) has been the subject of previous reports here at USMNEWS.NET. Sources tell us that, in an effort to mitigate the problematic turnover rate in MGT & MKT, more new faces are expected there by 22 August. Future reports will cover all of the CoB's new hires, from accounting to tourism management.