

## "Out of the Frying Pan . . ." What is Laurie Babin Walking Into at UL-M?

Just a few short weeks ago usmnews.net broke the story that three marketing faculty -- Barry and Laurie Babin, and Tara Lopez -- resigned from USM's College of Business effective at the end of spring 2007. Each of these three had accepted an offer with a Louisiana-based institution (Louisiana Tech University, University of Louisiana, Monroe, and Southeastern Louisiana University, respectively) and will be headed west in just a few short weeks.

The case of the Babins is interesting. The universities they have selected are 35 miles apart geographically, but worlds apart academically. Louisiana Tech University maintains PhD programs in business, and Barry has signed on to be the marketing chair. The Department of Marketing & Analysis at LTU is currently comprised of 20 faculty, thus making for a nice-sized unit for Barry to train his administrative wings.

UL-M, on the other hand, has a Department of Marketing & Business Communication boasts a faculty roster with five (5) faculty, with one being the Associate Dean of the College of Business Administration (see the screen inserted below).



The screenshot shows a Microsoft Internet Explorer browser window displaying the website for the Marketing & Business Communication Faculty at the University of Louisiana at Monroe. The page features the university's logo and navigation menu. The faculty listing includes:

- [Dr. Henry Cole](#), Program Chair, Associate Professor of Marketing
- [Dr. Kenneth Clow](#), Professor of Marketing
- [Dr. Charles McConkey](#), Professor of Marketing
- [Dr. Donna Luse](#), Associate Dean, Professor of Business Communication
- [Ms. Ann Smith](#), Instructor of Business Communication

Below the faculty listing, there are links for [Student Fast Links](#), [Blackboard](#), [Arrow](#), [E-Mail](#), [Library](#), [Class Schedules](#), and [Course Catalog](#). The footer contains copyright information for The University of Louisiana at Monroe and the date of the last update: September 3, 2006.

Examination of the faculty listing for UL-M's marketing group reveals some other interesting details. Among the two full professors in the department, the *average number* of courses taught in spring 2007 is four (4), with the *average number* of course preparations being four (4) also. These relatively high

numbers are even more astounding when one considers the fact that one of these two full professors holds an Endowed Chair in Business at UL-M. As recent reports at usmnews.net have indicated, the CoB's Laurie Babin is not Academically Qualified (AQ), using the CoB's current standard, over the period 2002-2007. As such, Babin's fall 2007 course load at UL-M might look like that of the regular-faculty line-full at UL-M. That load is five (5) courses and five (5) course preparations.

Across the four marketing faculty at UL-M, including the Endowed Chair holder and the Departmental chair, the *average number* of courses taught during spring 2007 is **3.50**, while the *average number* course preparations is **2.75**. On the bright side, it appears as though there are no Friday classes at UL-M, although two of the four marketing faculty teach on the other four days each week (i.e., M, Tu, W, and Th). The remaining two, the Endowed Chair and Departmental chair, each teach two-days per week, which includes late afternoons and evenings.

As reported earlier, usmnews.net sources indicate that the Babins are now enjoying the CoB's meltdown, and will continue to do so from a distance. However, we are also told that the CoB's Associate Dean, Farhang Niroomand, is chuckling at the prospects that Laurie Babin now faces as a marketing faculty at UL-M. Niroomand may be correct in believing that those "prospects" are anything but good. No word has reached usmnews.net as to the residency decision made by the Babins. Assuming none has been reached to date, Barry may want to consider a nice residence in Monroe in order to mitigate those "prospects" somewhat.