

Updated – See Below!

Sin or Sinner?

A Case Study in Marketing

Sources tell USMNEWS.NET that Laurie Babin (professor of marketing) has apparently “abandoned” (at midterm, approx.) her Summer Session 1 section of MKT 355. Her husband Barry, the Chair of Management & Marketing at USM, is reportedly now teaching this course in her stead. According to USM’s course catalogue, Barry is teaching two courses of his own – MKT 365 and MKT 428. However, examination of Barry Babin’s summer schedule begs a couple of questions, if not more:

1. Why is Babin, a CoB Department Chair, teaching any sections in the summer, let alone two of his own and one for his wife?
2. SOAR indicates that both of Babin’s own sections, MKT 365 and MKT 428, are Summer Session 1 courses that *both* meet on Tu/Th nights, from 6:00pm-10:05pm. How is Chairman Babin teaching two courses at the same time?

It’s interesting that, on their way out of the CoB for jobs at other institutions, what sources call “the Babin factory” continues to run at full steam. Chairman Barry Babin is presumably being paid a summer stipend for being chair, as well as for teaching two courses. One would have to bet that, given his research activity and the unevenly applied CoB rules, that he is being paid a 3/3 summer salary for teaching instead of the called-upon 2/3 rate.

Given the report on summer salaries in the CoB during the 2006 summer sessions, Laurie Babin is likely being paid only 1/3 for MKT 355. However, if that course has been “abandoned,” as sources now indicate, one has to wonder if corners are being cut in any (or all) of these three sections of MKT covered by “the Babin factory.”

Updated, 15 June 2007

Sources continue to contact USMNEWS.NET concerning the story above, which was written on 14 June 2007. (The Babins' activities are a popular topic among the many CoB students, both undergraduate and graduate, who follow USMNEWS.NET.) Sources now tell USMNEWS.NET that Laurie Babin may have resumed teaching her Summer Session I course after a hiatus of sorts, during which her course was covered by her husband and Management & Marketing Chairman Barry Babin (see report above). We will continue to cover this story as it develops, and we appreciate the comments of those who have contacted us over the past few days.

Meanwhile, one source explained to us how "the Babin Factory" sometimes works to the Babins' advantage at merit raise time in the CoB. According to the hypothetical situation we were provided, ". . . it may be the case that CoB administrators want to give Barry a \$9,000 raise. However, to do so would put Barry noticeably above the rest of the CoB. Therefore he gets awarded a \$7,000 or \$7,500 raise instead. Laurie, on the other hand, may merit a raise of \$3,500 or \$4,000, but instead gets a raise of \$5,500, keeping her 'in the pack' while at the same time getting the extra \$1,500 to \$2,000 to Barry *indirectly*." This is quite interesting, and we will follow this lead by examining some of the past raise listings as time permits.