

# Special Report

## Script Padding

### An Investigative Report on the CoB's New Healthcare Marketing Degree

The new USMNEWS.NET series on former CoB Dean Harold Doty's bypassing of faculty governance in the CoB (during his 2003-07 administration) is a popular one. In one installment of that series - [The Doty Sidestep, Part 3](#) - readers are treated to the story of the development of the CoB's new Healthcare Marketing degree program. That program is being celebrated on 15-April-08, as *assistant professor* of marketing Michael Wittmann, also the Max Draughn Healthcare Marketing Professor, is hosting the annual *Healthcare Marketing Industry Day* event in the lobby of the Joseph Greene Hall. With all of the buzz in recent days about this program and the Draughn Professorship, USMNEWS.NET reporters have taken another look at the particulars of the program.

HEALTHCARE MARKETING (BSBA) Degree Plan (HCMBSBA)	
GENERAL EDUCATION CURRICULUM	PROGRAM CURRICULUM
<b>GEC 01. Written Communication (6 hours)</b> 01. ENG 101 02. ENG 102	<b>DEG 01. BSBA Requirements (55 hours)</b> <i>College of Business Core Courses</i> 01. ACC 200 02. ACC 300 03. BA 200 04. BA 301 05. BA 303 06. ECO 201 07. ECO 202 08. ECO 336 09. FIN 300 10. MGT 300 11. MGT 325 12. MGT 400 (Capstone) 13. MIS 300 14. MKT 300
<b>GEC 02. Basic Science and Mathematics (11 hours)</b> <i>Science Requirement (8 hours)</i> 01. Select 2 courses with labs: BSC 250/L* BSC 251/L* <i>Mathematics Requirement (3 hours)</i> 02. MAT 101*	<i>Additional BSBA Requirements</i> 15. BTE 380 (WI) 16. MAT 102 17. PHI 300 18. Select 1 course: BTE 200 or BTE 361 or ENG 301 or Single foreign language course 19. Select 1 course: ANT 101 or ANT 221 or ANT 311 or FL 401 or GHY 331 or GHY 341 or HIS 424 or PS 350 or Single foreign language course not used in BSBA Requirement #18
<b>GEC 03. Global History and Culture (12 hours)</b> <i>Social Sciences Requirement (3 hours)</i> 01. Select 1 course: SOC 101* <i>Humanities Requirement (9 hours)</i> 02. ENG 203 03. Select 2 courses; 1 History required: HIS 101* HIS 102*	<b>DEG 02. Major Area of Study Requirements (21 hours)</b> 01. MKT 330 02. MKT 392 (3 hours) 03. MKT 424 04. MKT 471 05. MKT 473 06. Select 1 course: MKT 322 or MKT 355 or MKT 365 07. Select 1 course: MKT 380 or MKT 430
<b>GEC 04. Aesthetic Values (3 hours)</b> 01. Select 1 course: ART 130 DAN 130 MUS 365 THE 100	<b>DEG 03. Additional Requirements (10 hours)</b> 01. CHE 106/L 02. Select 1 course: BSC 381 or BSC 460 or NSG elective (3 hours) 03. Select 1 course: CHS 321 or CHS 414 or CHS 425 or CHS 427
<b>GEC 05. Decision-Making and Responsibility (3 hours)</b> 01. Select 1 course: PS 101** PSY 110**	
<b>GEC 06. Computer Competency Requirement* (BSBA)</b> 01. MIS 300	
<b>GEC 07. Writing-Intensive Requirement* (BSBA)</b> 01. BTE 380 (WI) <i>ENG 101 &amp; ENG 102 prerequisites</i>	
<b>GEC 08. Oral Communication Requirement* (3 hours)</b> 01. Select 1 course: SCM 111 or SCM 320 or SCM 330	
<b>GEC 09. Capstone Requirement* (Major Area)</b> 01. MGT 400 (Capstone) <i>Must be taken Senior Year; ENG 101 &amp; ENG 102 prerequisites</i>	
*This particular GEC course is required for this major. ** These particular GEC courses are the available options for this major. For full description of the GEC, see page 84.	

The insert above is taken from the *USM Bulletin 2008-09* and it shows the current layout of the Healthcare Marketing curriculum. The first section of interest is **DEG 02**, which contains the **21 hours** of coursework for completing the **Major Area of Study**

**Requirements** for a degree in healthcare marketing. These include MKT 330, MKT 392, MKT 424, MKT 471, and MKT 473. More complete descriptions for these courses are as follows:

- MKT 330, Professional Selling (Prerequisite: MKT 300)
- MKT 392, Supervised Field Experience (Prerequisite: MKT 300 with grade of C or better and consent of Chair)
- MKT 424, Marketing Research (Prerequisite: MKT 300 and BA 301)
- MKT 471, Marketing in the Pharmaceutical Industry (Prerequisite: MKT 300)
- MKT 473, Regulatory and Ethical Issues in the Pharmaceutical Industry (Prerequisite: MKT 300)

With the exception of MKT 471 and MKT 473, these (above) are basic marketing courses that many of the CoB's general marketing majors will complete before graduating. Also, with the exception of MKT 424, the only prerequisite for these courses, including MKT 471 and MKT 473, is MKT 300 (principles of marketing).

The two courses developed for the new healthcare marketing degree are MKT 471 and MKT 473, and a recent check of SOAR, USM's course scheduling website, indicates that both of these are taught by Wittmann, the Max Draughn Healthcare Marketing Professor. Also included in **DEG 02** above is a one-course requirement from a set of



**Michael Wittmann**

three courses that includes MKT 322, MKT 355 and MKT 365, and a one-course requirement from a set of two courses that includes MKT 380 and MKT 430. More complete descriptions of these courses are as follows:

- MKT 322, Creative Marketing (Prerequisite: MKT 300)
- MKT 355, Integrated Marketing Communications (Prerequisite: MKT 300)
- MKT 365, Consumer Behavior (Prerequisite: MKT 300)
- MKT 380, Business-to-Business Marketing (Prerequisite: MKT 300)
- MKT 430, Sales Management (Prerequisite: MKT 300)

Again, these are general marketing courses and the only prerequisite for any of them is MKT 300.

The second section of interest is **DEG 03**, which shows the **10 hours** of coursework for completing the **Additional Requirements** for a degree in healthcare marketing. These

include CHE 106/L, [BSC 381 or BSC 460 or NSG elective], and [CHS 321 or CHS 414 or CHS 425 or CHS 427]. More complete descriptions for these courses are as follows:

- CHE 106/L, General Chemistry I with Lab (Prerequisite: High school chemistry and passing score on placement test, or CHE 100 with a grade of C or better)
- BSC 381, Microorganisms in Health and Disease (Prerequisite: BSC 110/L)
- BSC 460, Pharmacology (Prerequisites: BSC 110/L, 111/L, CHE 106/L, 107/L), BSC 360)
- NSG elective, Nursing School elective
- CHS 321, Community Health
- CHS 414, Consumer Health (Prerequisite: CHS 210 or permission of instructor)
- CHS 425, Health Administration
- CHS 427, Health Policy

These courses are mainly science-oriented, and all are in addition to the sciences and mathematics requirements above in section GEC 02 of the curriculum (see above). Additionally, those in the first and second groups are laden with science course prerequisites which constitute additional required courses (and include labs).

MARKETING (BSBA) Degree Plan (MRKTBSBA)	
<p><b>GENERAL EDUCATION CURRICULUM</b></p> <p><b>GEC 01. Written Communication (6 hours)</b> 01. ENG 101 02. ENG 102</p> <p><b>GEC 02. Basic Science and Mathematics (11 hours minimum)</b> <i>Science Requirement (8 hours minimum)</i> 01. Select 2 courses with labs: AST 111/L AST 112/L BSC 103/L BSC 110/L BSC 111/L BSC 250/L BSC 251/L CHE 104/L CHE 106/L CHE 107/L GHY 104/L GHY 105/L GLY 101/L GLY 103/L MAR 151/L PHY 111/L PHY 112/L PHY 201/L PHY 202/L PSC 190/L <i>Mathematics Requirement (3 hours)</i> 02. MAT 101*</p> <p><b>GEC 03. Global History and Culture (12 hours)</b> <i>Social Sciences Requirement (3 hours)</i> 01. Select 1 course: SOC 101* <i>Humanities Requirement (9 hours)</i> 02. ENG 203 03. Select 2 courses; 1 History required: HIS 101* HIS 102*</p> <p><b>GEC 04. Aesthetic Values (3 hours)</b> 01. Select 1 course: ART 130 DAN 130 MUS 365 THE 100</p> <p><b>GEC 05. Decision-Making and Responsibility (3 hours)</b> 01. Select 1 course: PS 101** PSY 110**</p> <p><b>GEC 06. Computer Competency Requirement* (BSBA)</b> 01. MIS 300</p> <p><b>GEC 07. Writing-Intensive Requirement* (BSBA)</b> 01. BTE 380 (WI) <i>ENG 101 &amp; ENG 102 prerequisites</i></p>	<p><b>GEC 08. Oral Communication Requirement* (3 hours)</b> 01. Select 1 course: SCM 111 or SCM 320 or SCM 330</p> <p><b>GEC 09. Capstone Requirement* (BSBA)</b> 01. MGT 400 (Capstone) <i>Must be taken Senior Year; ENG 101 &amp; ENG 102 prerequisites</i></p> <p><small>*This particular GEC course is required for this major. ** These particular GEC courses are the available options for this major. ◊ GEC restrictions apply; see page 86. For full description of the GEC, see page 84.</small></p> <p><b>PROGRAM CURRICULUM</b></p> <p><b>DEG 01. BSBA Requirements (55 hours)</b> <i>College of Business Core Courses</i> 01. ACC 200 02. ACC 300 03. BA 200 04. BA 301 05. BA 303 06. ECO 201 07. ECO 202 08. ECO 336 09. FN 300 10. MGT 300 11. MGT 325 12. MGT 400 (Capstone) 13. MIS 300 14. MKT 300 <i>Additional BSBA Requirements</i> 15. BTE 380 (WI) 16. MAT 102 17. PHI 300 18. Select 1 course: BTE 200 or BTE 361 or ENG 301 or Single foreign language course 19. Select 1 course: ANT 101 or ANT 221 or ANT 311 or FL 401 or GHY 331 or GHY 341 or HIS 424 or PS 350 or Single foreign language course not used in BSBA Requirement #18</p> <p><b>DEG 02. Major Area of Study Requirements (21 hours)</b> 01. MKT 322 02. MKT 365 03. MKT 424 04. MKT 428 05. Select 1 course: MKT 330 or MKT 355 or MKT 370 06. Select 1 course: MKT 380 or MKT 444 or MKT 495 07. Select 1 course: MKT 430 or MKT 458 or MKT 400</p> <p><b>DEG 03. Additional Requirements (3 hours)</b> 01. Select 1 course: ENG 332 or ENG 333 (WI) or PHI 253</p> <p><b>DEG 04. Electives</b> 01. Choose electives as needed with adviser's approval. Non-business courses recommended. (See Hours to Degree below.)</p>

Now, let's compare the CoB's general marketing degree plan, shown at the bottom of the previous page to that the healthcare marketing degree. The general marketing degree includes many of the same MKT courses included in the healthcare marketing degree, along with the option to take several additional ones:

- MKT 370, Supply Chain Management (Prerequisite: MKT 300)
- MKT 400, Marketing Issues in Electronic Commerce (Prerequisite: MKT 300)
- MKT 428, Marketing Management (Prerequisite: MKT 322, 365, [330 or 355 or 370] [380 or 444 or 495])
- MKT 444, Retail Management and Strategy (Prerequisite: MKT 300)
- MKT 458, Direct Marketing Management (Prerequisite: MKT 300)
- MKT 495, International Marketing (Prerequisite: MKT 300)

Missing here, of course, are the two courses specific to healthcare marketing: MKT 471 and MKT 473. Again, these two courses are taught by Wittmann, the CoB's Draughn Professor of Healthcare Marketing. Because Wittmann is a graduate of USM, and who holds a bachelor's degree in marketing from the CoB, it's worth noting that his own undergraduate training in marketing lacked the completion of courses in Marketing in the Pharmaceutical Industry (MKT 471) and Regulatory and Ethical Issues in the Pharmaceutical Industry (MKT 473). Not only that, Wittmann's undergraduate training would have also lacked preparation in the science courses now required (in section **DEG 03** shown above) of the CoB's healthcare marketing majors. Thus, any questions related to pharmacology, microorganisms and disease, or chemistry (to name just a few subjects) that Wittmann is asked by students in his MKT 471 and MKT 473 classes to field will almost certainly have to be deflected by Wittmann in some way. Even Wittmann's knowledge of "marketing in the pharmaceutical industry" seems, at least according to his undergraduate training years ago in USM's CoB, cursory at best.

For a more complete look at Wittmann's academic training in marketing, and how it might relate to pharmaceuticals and healthcare services, USMNEWS.NET reporters visited webpages at Texas Tech University, the institution that granted Wittmann's PhD in marketing just a few years ago. On TTU's website, under the banner **PhD Marketing**, the following curriculum is displayed:

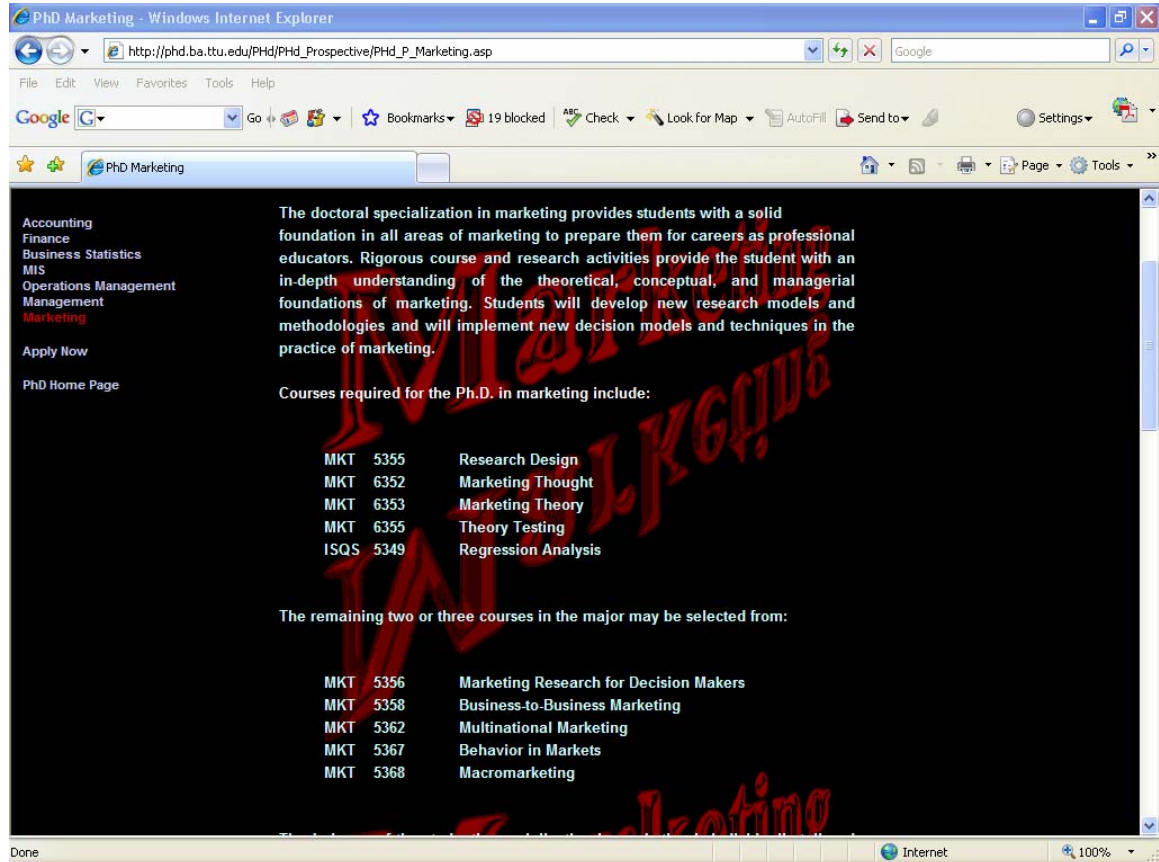
Courses required for the PhD in marketing include:

MKT 5355	Research Design
MKT 6352	Marketing Thought
MKT 6353	Marketing Theory
MKT 6355	Theory Testing
ISQS 5349	Regression Analysis

The remaining two or three courses in the major may be selected from:

MKT 5356	Marketing Research for Decision Makers
MKT 5358	Business-to-Business Marketing
MKT 5362	Multinational Marketing
MKT 5367	Behavior in Markets
MKT 5368	Macromarketing

Given the curriculum listed above, which is also shown in the insert below, there is nothing in Wittmann's graduate training that reveals any expertise in the marketing of pharmaceuticals or other healthcare services.<sup>1</sup>



In a final attempt to link Wittmann's exhibited expertise to healthcare marketing, reporters at USMNEWS.NET examined the subjects of Wittmann's published research studies. This examination turned up (and included) papers in the *Journal of Business-to-Business Marketing* (2001), the *Journal of Relationship Marketing* (2002), the *Journal of Marketing for Higher Education* (2003), the *International Journal of Physical Distribution & Logistics* (2005), and the *Journal of Personal Selling and Sales Management* (2006), yet no indication of expertise in healthcare marketing (in the case of Wittmann) was revealed.<sup>2</sup>

Based on the results of this report, the CoB's new healthcare marketing degree has,

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<sup>1</sup> One might think that a PhD curriculum in marketing would consist of more than the scant one depicted here. That is a (potential) subject for another report.

<sup>2</sup> [The Doty Sidestep, Part 3](#) stated that Wittmann does not have a top-tier publication, which one would expect of a major professorship recipient. Our examination supports the facts that form the basis for the expressed opinion in that series. For a more thorough review of Wittmann's research, see [Memo to Osmonbekov](#).



**Harold Doty**

according to sources, “Doty’s stamp” all over it. As such, this report makes a nice companion to [The Doty Sidestep, Part 3](#), a series sources indicate should be required reading for officials at institutions who are considering Doty as a candidate (a “good fit”) for a Dean’s opening.