

Special Report

"Things Change, Things Stay the Same," Again A Look at 2008-09 Salaries in CoB-H Marketing

No CoB-H unit has experienced the changes that the CoB-H's marketing unit has experienced in just the last few years. Gone are the Babins (Barry and Laurie) Tony Henthorne, Alvin Williams, Tara Lopez, and Talai Osmonbekov.¹ With these went so many A- and B-level publications it would be difficult to list them all. Now, the CoB-H's marketing unit consists mainly of relatively new faces. And with that, marketing's salary structure has changed quite a bit as well.

Table 1 below lists the CoB-H's marketing faculty, their academic ranks, and their 2008-09 salaries. The salary data come from USM's 2008-09 Budget Book.

Table 1
2008-09 Faculty Salaries in CoB-H Marketing
Academic

Rank	Name	Rank	2008-09 Salary
1	Andrews, Melinda	2	\$100,000
	Pollitte, Wesley	2	\$100,000
3	Wittmann, Michael	3	\$ 98,324
4	Smith, William	2	\$ 81,591
5	Loyd, Dolly	1	\$ 54,280

Key: 1=Instructor; 2=Assistant Professor; 3=Associate Professor

The first thing that jumps out from the table above is how small the marketing unit has become. Even though there are many more marketing majors than economics majors, there are still twice as many CoB economists as there are marketing professors. Second, though the average salary among assistant professors is a respectable \$93,864, the standard deviation is \$10,628. Two new assistant professors -- Melinda Andrews and Wesley Pollitte -- are earning almost \$20,000 more per year than the third assistant professor, William Smith. Not only that, these two new faculty are earning almost \$2,000 per year more, in E&G money at least, than is Michael Wittmann, the *Draughn Distinguished Associate Professor of Healthcare Marketing*. One would think that Max Draughn would not be particularly happy about this particular situation. Third, there are

¹ The Babins are now at Louisiana Tech University and the University of Louisiana at Monroe, respectively. Henthorne, Williams, Lopez and Osmonbekov are now affiliated with the University of Nevada at Las Vegas, the University of South Alabama, Southeastern Louisiana University and Northern Arizona University, respectively.

no full professors in marketing, and there is only one associate professor (Wittmann).

The demographics in the CoB-H's marketing unit have changed such that the unit appears to be incapable of serving a leadership role of any kind in the CoB. Not only that, with 80% of its faculty at the assistant professor level or lower, one would think that a lack of mentoring opportunities might create a situation in marketing that leads to some future AACSB accreditation issues. As with so many other situations in USM's business school, only time will tell.