

CURRICULUM VITAE
of
Coyte Gene Cooper
Current as of January 18, 2009

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EDUCATION

Ph.D. Indiana University, Bloomington, IN.
Major: Human Performance – 2007 (Emphasis: Sport Marketing/Sport Finance)
Minor: Telecommunications – 2007

M.S. Indiana University, Bloomington, IN.
Athletic Administration – 2005

B.S. Indiana University, Bloomington, IN.
Major: Kinesiology-Teacher's Prep. (K-12) – 2004
Minor: Health Education

UNIVERSITY EMPLOYMENT – ACADEMIC EXPERIENCE

Sport Management Assistant Professor, Department of Sport Management, College of Physical Activity and Sport Studies, West Virginia University, Morgantown, WV; Fall 2008 – Present.

Sport Economics [SM 493]
Sport Publicity – Media Relations [SM 691]
Sport Finance [SM 370]
Issues in Sport Studies [SM 487]

Sport Management Assistant Professor, Department of Human Movement, Sport, and Leisure Studies, School of Education, Bowling Green State University, Bowling Green, OH; Fall 2007 – Spring 2008.

Introduction Research in Sport [SM 214]
Sport and Event Management [SM 301]

Sport Management Associate Instructor, Department of Kinesiology, School of Health, Physical Education, and Recreation, Indiana University, Bloomington, IN; 2005 – 2007.

Financial Principles in Sport [P423]

Sport Management Instructor, Department of Kinesiology, School of Health, Physical Education, and Recreation, Indiana University, Bloomington, IN; Fall 2004 – Spring 2005.

Personal Fitness [E119]

Fitness and Jogging [E133]

PROFESSIONAL EMPLOYMENT – PRACTICAL EXPERIENCE

Consultant, National Wrestling Coaches Association (NWCA), Manheim, PA. Provision of research instrument to improve marketing efforts at future NWCA All-Star Dual and National Dual events: November 2008.

Member, Board of Directors – Camp New You, Morgantown, WV: Fall 2008 – Present.

Consultant, National Wrestling Coaches Association (NWCA), Manheim, PA. Provision of advice and research instrument to enhance the marketability of their InterMat website: September 2008.

Production Assistant (Scoring), Entertainment and Sports Programming Network (ESPN), NCAA Wrestling Championships, Various Locations: 2007-2008.

Parabolic Microphone Operator, Entertainment and Sports Programming Network (ESPN), Detroit, MI: December, 2007.

Light Operator, Entertainment and Sports Programming Network (ESPN), Chicago, IL: March, 2007.

Camera Operator/Booth Operator, Entertainment and Sports Programming Network (ESPN), College Football, Various Locations: Fall 2006.

Assistant Wrestling Coach, Indiana University Athletic Department, Bloomington, IN: 2004-2006.

Marketing Assistant - Wrestling (Publications), Indiana University Athletic Department, Bloomington, IN: 2004-2006.

Runner/Utility, Entertainment and Sports Programming Network (ESPN), Various Locations: 1999-2006.

Student Teacher, Edgewood Middle School, Edgewood, IN: Spring 2004.

Camp Director - Wrestling, Eastmont High School, East Wenatchee, WA: 1999-2005.

Camp Clinician - Wrestling: Various locations: 1999-2005.

Consultant, Indiana University Recreational Sports, Bloomington, IN: Fall 1999.

PUBLICATIONS – BOOKS

1. Cooper, C. G. (2007). *NCAA website coverage: An analysis of gender and individual sport team coverage on intercollegiate athletic home Web pages across multiple divisions*. (Doctoral dissertation, Indiana University, Bloomington, IN). 197 pp.

PUBLICATIONS – BOOK CHAPTERS

1. Cooper, C. G. (*in Press*). Mitchell & Ness: The evolution of the premier retro sports apparel provider. Accepted for publication in *Sports Brands*.

PUBLICATIONS – REFEREED ARTICLES

4. Cooper, C. G., & Miloch, K. (*in Press*). NCAA Wrestling: Creating an understanding of fan motives at the Big Ten Wrestling Championships. *International Journal of Sport Management*.
3. Cooper, C. G. (*in Press*). Team segmentation at the Big Ten Wrestling Championships. *Team Performance Management*, 15(1).
2. Cooper, C. G. (2008). NCAA website coverage: An analysis of similar sport team gender coverage on athletic department's home Web pages. *Journal of Intercollegiate Sports*, 1(2), 227-241.
1. Birot, L., Pecout, C., & Cooper, C. G. (2008). Cinema sports news: Between factual information and propaganda. *International Journal of Sport Communication*, 1(2), 219-240.

SUBMITTED REFEREED ARTICLES

6. Bridging the gap: Athletic director answers and coach beliefs regarding nonrevenue program discontinuation decisions. Submitted to the *Journal of Intercollegiate Sports* (October 2008 – Co-Authorship).
5. BCS conference coverage: The investigation of gender coverage within a major NCAA power conference. Submitted to *Women in Sport and Physical Activity Journal* (October 2008 – Solo).
4. The Athletic Administrator's challenge: Balancing the gender-based promotional opportunities on intercollegiate athletic websites. Submitted to *Mass Communication and Society* (September 2008 – Solo).
3. In Pursuit of Satisfaction & Fortification: Stakeholder perceptions of NCAA Intercollegiate Wrestling rules & regulations. Submitted to *Sport Marketing Quarterly* (September 2008 – Co-Authorship).

2. NCAA website coverage: Do athletic departments provide equitable gender coverage on their athletic home Web pages? Submitted to *The Sport Journal* (September 2008 – Co-Authorship).
1. Investigating athletic websites: Individual team inequalities on athletic departments' home Web pages. Submitted to *Journal for the Study of Sports and Athletes in Education* (July 2008 - Solo).

PUBLICATIONS – RESEARCH WORKS IN PROGRESS

8. NCAA March Madness: An investigation of the gender coverage provided in the *USA Today* during the NCAA Basketball Tournament. Submit to *Newspaper Research Journal* (December 2008 – Co-Authorship).
7. Segmentation site coverage: An investigation of innovative team coverage on athletic department's home Web page. Submit to *Journal of Sport Administration and Supervision* (December 2008 – Co-Authorship).
6. An “All-Star” marketing effort: Determining motives for attendance at NWCA feature events. Submit to *International Journal of Sport Management and Marketing*. (January 2009 – Solo).
5. Entertainment as a motive for attendance: Stakeholder's perceptions of the quality of activities offered at college wrestling events. Submit to *Sport Marketing Quarterly* (March 2009 – Co-Authorship).
4. Innovative marketing strategies at college wrestling dual meets. Submit to *Journal of Intercollegiate Sports*. (May 2009 – Co-Authorship).
3. A comparative analysis of marketing strategies at various college wrestling events. Submit to *Sport Marketing Quarterly* (July 2009 – Solo).
2. Enhancing revenues through innovative website design. Submit to *Sport Management and Related Topics Journal* (August 2009 – Solo).
1. Sport media madness: Fan's perceptions of the media exposure allocated to college wrestling. Submit to *International Journal of Sport Communication* (September 2009 – Co-Authorship).

PUBLICATIONS – REFEREED PROCEEDINGS/ABSTRACTS

4. Cooper, C. G. (2008). NCAA Website Coverage: An analysis of gender and individual sport team coverage on intercollegiate athletic home web pages across multiple divisions. *North American Society for Sport Management (NASSM) Conference Program and Proceedings*, Toronto, ON, May 28-31, 2008.

3. Cooper, C. G. (2008). Investigating motives at amateur wrestling events: Creating segmented markets at the Big Ten Wrestling Championships. *Scholarly Conference on College Sport – 1st Annual Conference Program and Proceedings*, Memphis, TN, April 16-19, 2008.
2. Cooper, C. G. (2008). NCAA March Madness: Determining the gender coverage in the *USA Today* during the NCAA Basketball Tournament. *Scholarly Conference on College Sport – 1st Annual Conference Program and Proceedings*, Memphis, TN, April 16-19, 2008.
1. Cooper, C. G. (2006). An examination of motives for attendance in collegiate wrestling. *Sport Marketing Association (SMA) 4TH Annual Conference Program and Proceedings*, Denver, CO, November 2-4, 2006.

PRESENTATIONS – REFEREED

4. Cooper, C. G. (2008, May 28). NCAA Website Coverage: An analysis of gender and individual sport team coverage on intercollegiate athletic home web pages across multiple divisions. 2008 North American Society for Sport Management Conference. Toronto, ON.
3. Cooper, C. G. (2008, April 19). Investigating motives at amateur wrestling events: Creating segmented markets at the Big Ten Wrestling Championships. 2008 Scholarly Conference on College Sports. Memphis, TN.
2. Cooper, C. G. (2008, April 18). NCAA March Madness: Determining the gender coverage in the *USA Today* during the NCAA Basketball Tournament. 2008 Scholarly Conference on College Sports. Memphis, TN.
1. Cooper, C. G. (2006, November 4). An examination of motives for attendance in collegiate wrestling. Sport Marketing Association (SMA) 4th Annual Conference. Denver, CO.

PRESENTATIONS – INVITED

4. Cooper, C. G. (2008, September 24). The identification of a research agenda in the Sport Management field (presentation given to undergraduate students). West Virginia University: Morgantown, WV.
3. Cooper, C. G. (2007, February 14). Research, teaching, and service. Experiences working in the Sport Management field in academia (presentation given to Doctoral students). Indiana University: Bloomington, IN.
2. Cooper, C. G. (2006, May 30). The differences in gender coverage during the NCAA Basketball Tournament. Indiana University: Bloomington, IN.

1. Cooper, C. G. (2004, October 18). Experiences in the teacher education program. Indiana University: Bloomington, IN.

INTERVIEWS AND QUOTES

1. Quoted in: Pedersen, P. M., Milock, K. S., & Laucella, P. (2007). *Strategic sport Communication*. Champaign, IL: Human Kinetics.

PROFESSIONAL SERVICE- EDITORIAL

Manuscript Reviewer, *International Journal of Sport Communication (IJSC)*: 2008

Manuscript Reviewer, *Journal of Business & Industrial Marketing*: 2008.

Manuscript Reviewer, *Team Performance Management (TPM)*: 2008

Manuscript Reviewer, *The SMART Journal*: 2007 – Present.

TEACHING AND PROFESSIONAL DEVELOPMENT

Faculty Grant Workshop. August 20, 2008. WVU Mountainlair. The conference focused on the identification of funding resources for research initiatives.

Film to Finish. February 6, 2008. Bowen-Thompson Student Union. The conference focused on utilizing video for classroom instruction.

An Introduction to Classroom Blogs and Wikis. January 25, 2008. Bowen-Thompson Student Union. The conference focused on utilizing blogs and wikis to improve classroom settings.

Faculty Research and Grants Resource Workshop. October 12, 2007. Education Building 455. The workshop focused on attaining grants in academic setting.

New Faculty Conference. August 9-10, 2007. Bowen-Thompson Student Union 308. The conference focused on a variety of topics ranging from computer technology to student learning communities.

MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS

North American Society for Sport Management (NASSM). 2006 - Present.

Sport Marketing Association (SMA). 2006 - Present.

GRANTS AND HONORARIUMS

Cooper, C. G. (2008, Fall). WVU College of Physical Activity and Sport Sciences Research Grant (\$1,100).

Cooper, C.G. (2007, Fall). Robert G. Sprau Jr. Graduate Fellowship in Sport Management from Office of Health, Physical Education, Recreation, and Dance (\$5,000).

Cooper, C.G. (2007, Fall). Koniag Corporation for education and research costs (\$1,500).

Cooper, C.G. (2007, Fall). Old Harbor Native Corporation for education and research costs (\$2,500).

Cooper, C.G. (2006, Fall). Funding from the Chair of the Department of Health, Physical Education, Recreation, and Dance at Indiana University for travel costs to national conference (\$200).

Cooper, C.G. (2004, Fall). \$2,000 Minority Fellowship for education and research costs.

HONORS AND ACHIEVEMENTS

National Wrestling Coaches Association (NWCA) Academic All-American (2002; 2004)

NCAA Wrestling All-American at 141 pounds (2004)

Big Ten Wrestling Academic Team (2000-2004)

Indiana University athletic scholarship (1999-2004)

NWCA High School Academic All-American (1999)

Asics Wrestling High School All-American (1997-1999)