



COYTE G. COOPER, PHD

Curriculum Vitae

(SEPTEMBER 1, 2013)



"COMMITTED TO CONSISTENT EXCELLENCE IN RESEARCH, TEACHING AND SERVICE"

Contact Information

312 Woollen, CB# 8605
University of North Carolina at Chapel Hill
Chapel Hill, NC 27599-8605

Office: (919) 962-0959
Fax: (919) 962-0489
Email: cgcooper@email.unc.edu

EDUCATION

Indiana University – Bloomington, Bloomington, IN

Doctor of Philosophy in Human Performance, Sport Management Concentration (2007)
School of Health, Physical Education, and Recreation (HPER)

Dissertation: NCAA website coverage: An analysis of gender and individual sport team coverage on intercollegiate athletic home Web pages across multiple divisions.

Indiana University – Bloomington, Bloomington, IN

Master of Science in Kinesiology (2005)
School of Health, Physical Education, and Recreation (HPER)

Indiana University – Bloomington, Bloomington, IN

Bachelors of Science in Kinesiology (2004)
School of Health, Physical Education, and Recreation (HPER)

PROFESSIONAL EXPERIENCE

The University of North Carolina at Chapel Hill, Chapel Hill, NC

Assistant Professor, Department of Exercise & Sport Science, College of Arts & Sciences
(2009 – present)

Elite Level Sport Marketing (ELSM), Chapel Hill, NC

Founder and CEO, NCAA Olympic sport program development (2011 – current)

National Wrestling Coaches Association, Manheim, PA

Marketing Consultant, Outreach and Brand Building (2010 – current)

West Virginia University, Morgantown, WV

Assistant Professor, Department of Sport Sciences, College of Physical Activity & Sport Sciences (2008-2009)

Bowling Green State University, Bowling Green, OH

Assistant Professor, Division of Sport Management, School of Human Movement, Sport & Leisure Studies (2007-2008)

Indiana University, Bloomington, IN

Assistant Wrestling Coach, Department of Athletics (2004-2006)

Entertainment and Sport Programming Network, Various Locations

Camera Operator and Utility, Production (1999-2006)

SUMMARY OF VITAE AREAS

HONORS

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SUMMARY OF RESEARCH ACTIVITIES

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Manuscript Reviewer [varying] – see page 14

Professional Writing Pieces [3] – see page 14

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“Committed to consistent excellence in research, teaching, and service”

Honors

2013 Award of Excellence in Undergraduate Teaching, Department of Exercise and Sport Sciences, University of North Carolina at Chapel Hill

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

NCAA Wrestling All-American at 141 pounds (2004)

Big Ten Wrestling All-Academic Team (2000-2004)

RESEARCH BIBLIOGRAPHY

Published Books and Chapters [8]

Stotlar, D.K., & Cooper, C.G. (In Press). Sport facility and event management. *Contemporary Sport Management – 5th Edition*. Human Kinetics: Champaign, IL.

Huffman, L., & Cooper, C.G. (In Press). Support Groups in Athletic Departments. *Intercollegiate athletic administration*. Champaign, IL: Human Kinetics.

Cooper, C.G. (In Press). Mitchell & Ness: An Authentic, Vintage Approach to Becoming the Premier Retro Sports Apparel Provider. *Branded: Branding in the Sport Business – 2nd Edition*. Carolina Academic Press: Durham, NC.

Cooper, C.G. (2012). Electronic and visual communication. In S. K. & P. M. Pedersen, *Communication and the Korean sport industry: An examination of the theoretical, practical, and occupational aspects of sport communication in Korea* (pp. 164-169). Seoul, SK: Rainbow.

Cooper, C.G. (2012). *The Marketing Manual*. National Collegiate Athletic Association: Indianapolis, IN. Available at: <http://www.nwcaonline.com/NWCAWebSite/docs/nwca-marketing-resource-manual/marketingmanualfinal.pdf> (Electronic book created in coordination with the NCAA and NWCA).

Cooper, C.G. (2012). Segmentation in the Sport Industry. *Marketing for Sport Business Success* (pp. 99-114). Kendall Hunt: Dubuque, IA.

Cooper, C.G. (2012). NWCA entrepreneurial model: A proactive approach to program eliminations. *Sport Entrepreneurship* (pp. 167-178). Fitness Information Technology: Morgantown, WV.

Cooper, C.G. (2010). Mitchell & Ness: The evolution of the premier retro sports apparel provider. *Branded: Branding in the Sport Business* (pp. 201-208). Carolina Academic Press: Durham, NC.

Refereed Papers/Articles [35]

Cooper, C.G., Weight, E.A., & Pierce, D (In Press). The Leader-Value continuum: NCAA Division I core values and transformational leadership. *International Journal of Sport Management*.

Cooper, C.G., Weight, E.A., & Fulton, N. (In Press). Variations in vision: Investigating organizational core values in NCAA Division I athletic departments. *Sport, Business and Management: An International Edition*.

Hardin, R., **Cooper, C.G.**, & Huffman, L. T. (2013). Moving on up: NCAA Division I athletic directors' career experiences. *Journal of Applied Sport Management*, 5(3), 55-75.

Roberts, L., **Cooper, C.G.**, & Weight, E. (2013). Donor motivation and the strategies implemented by NCAA Wrestling Coaches to enhance the sustainability of their programs. *Journal of Applied Sport Management*, 5(3), 1-22.

Cooper, C.G., & Huffman, L. (2013) Branding with the basics: The use of college-choice factors to recruit student-athletes in men's wrestling. *International Journal of Sport Management*, 15, 1-15.

Southall, R., Hancock, K., **Cooper, C.G.**, & Nagel, M. (2012). Content analysis of commercial and educational messages in College World Series television broadcasts. *Journal of Sport Media*, 7(2), 41-60.

Cooper, C.G., & Weight, E.A. (2012). Maximizing organizational effectiveness: NCAA Division III administrator core values and departmental culturalization. *Journal of Issues in Intercollegiate Athletics*, 5, 339-353.

Cooper, C.G. (2012). Grappling with growth: The innovative use of technology to improve program sustainability. *Case Studies in Sport Management*, 1(2), TBA.

Huffman, L., & **Cooper, C.G.** (2012). I'm taking my talents to...An examination of hometown median annual household income on the most influential college-choice factors of football student-athletes at a NCAA Division I Football Bowl Subdivision (FBS) university in the Southeast. *Journal of Issues in Intercollegiate Athletics*, 5(1), 225-246.

Weight, E., & **Cooper, C.G.** (2012). An Entrepreneurial Beginning: Recognizing the value of "nonrevenue" programs through NCAA administrator and coach perceptions. *International Journal of Sport Management*, 13(3), 285-308.

Cooper, C.G., & Weight, E. (2011). An examination of administrator's nonrevenue, Olympic program values within NCAA athletic departments. *Journal of Intercollegiate Sport*, 4(2), 247-260.

Weight, E., & **Cooper, C.G.** (2011). Bridging the gap: Athletic director answers and coach beliefs regarding nonrevenue program discontinuation decisions. *Journal of Sport Administration & Supervision*, 3(1), 61-73.

Cooper, C.G., & Weight, E. (2011). Evolving the core product: Stakeholder's perceptions of the NCAA wrestling season. *Journal of Sport Administration & Supervision*, 3(1), 22-29.

Cooper, C.G., Southall, R., & Ross, S. (2011). Revolutionizing the market: Branding strategies within NCAA athletic departments. *International Journal of Sport Management*, 3(1), 275-288.

Cooper, C.G., & Weight, E. (2011). Participation rates and gross revenue vs. promotion and exposure: Advertisement and multimedia coverage of 18 sports within NCAA Division I athletic department websites. *Sport Management Review*, 14(4), 399-408. (doi: 10.1016/j.smr.2010.12.005)

Cooper, C.G., & Weight, E. (2011). Investigating NCAA administrator values in NCAA Division I athletic departments. *Journal of Issues in Intercollegiate Athletics*, 74-89.

Cooper, C.G., Huffman, L., & Weight, E. (2011). Encouraging "Best Fit" principles: Investigating college choice factors of student-athletes in NCAA Division I, II, and III men's wrestling. *Theories and Applications, The International Edition*, 1(1), 92-106.

Fisk, G., & **Cooper, C.G.** (2011). An examination of associated costs with reclassification for a private college in the Northeast. *Journal of Contemporary Athletics*, 5(4), TBA.

Cooper, C.G., & Pierce, D. (2011). The Role of Divisional Affiliation in Athletic Department Website Coverage. *International Journal of Sport Communication*, 4, 71-81.

Cooper, C.G. (2011). Saving college wrestling: The use of fan motivational preferences to enhance consumer interest at the grassroots level. *International Journal of Sport Management*, 12(2), 1-12.

Cooper, C.G. (2011). The Motivational Preferences of Consumers Attending Multiple NCAA Wrestling Events. *Sport Marketing Quarterly*, 20(1), 35-42.

Cooper, C.G. (2010). Collaborative marketing at the NWCA National Duals. *International Journal of Sport Management & Marketing*, 8(3/4), 244-253.

Cooper, C.G. (2010). New media marketing: The innovative use of technology in NCAA athletic department e-branding initiative. *Journal of Marketing Development and Competitiveness*, 5(1), 23-32.

Cooper, C.G., & Southall, R. (2010). The pursuit of sustainability: Examining the motivational consumption preferences for online consumers of college wrestling. *International Journal of Sport Communication*, 3(1), 1-11.

Cooper, C.G., & Miloch, K. (2010). NCAA Wrestling: Creating an understanding of fan motives at the Big Ten Wrestling Championships. *International Journal of Sport Management*, 11(1), 71-83.

Cooper, C.G., Eagleman, A., & Laucella, P. (2009). NCAA March Madness: An investigation of the gender coverage provided in the *USA Today* during the NCAA Basketball Tournament. *Journal of Intercollegiate Sport*, 2(2), 299-311.

Cooper, C.G. (2009). Investigating athletic websites: Individual team inequalities on athletic departments' home Web pages. *Journal for the Study of Sports and Athletes in Education*, 3(3), 355-372.

Cooper, C.G., & Weight, E. (2009). In Pursuit of Satisfaction & Fortification: Stakeholder perceptions of NCAA Intercollegiate Wrestling rules & regulations. *Sport Marketing Quarterly*, 18, 92-106.

Cooper, C.G. (2009). An "All-Star" initiative: Maximizing consumer interest at premier college wrestling events. *Journal of Issues in Intercollegiate Athletics*, 2, 64-75.

Cooper, C.G. (2009). The Athletic Administrator's challenge: Balancing the gender-based promotional opportunities on intercollegiate athletic websites. *Journal of Contemporary Athletics*, 4(1), 1-12.

Cooper, C.G. (2009). Team segmentation at the Big Ten Wrestling Championships. *Team Performance Management*, 15(3/4), 117-127.

Cooper, C.G. (2009). BCS conference coverage: The investigation of gender coverage within a major NCAA power conference. *Women in Sport and Physical Activity Journal*, 18(1), 18-27.

Cooper, C.G., & Cooper, B. D. (2009). NCAA website coverage: Do athletic departments provide equitable gender coverage on their athletic home Web pages? *The Sport Journal*, 12(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.

Biro, L., Pecout, C., & **Cooper, C.G.** (2008). Cinema sports news: Between factual information and propaganda. *International Journal of Sport Communication*, 1(2), 219-240.

Refereed Papers/Articles In Review [9]

Weight, E.A., & **Cooper, C.G.** The coach-educator: NCAA Division I coach perspectives about university organizational structure. *Journal of Sport Management* (Submitted: August 2013).

Palanjian, S., **Cooper, C.G.**, Weight, E., & Mihalik, J. An examination of consumption preferences of “non-attendees” in men’s NCAA Division I FBS football. *TBA* (Submitted: August 2013).

Doran, A., **Cooper, C.G.**, & Mihalik, J. A content analysis of NCAA Division I Track & Field teams' Twitter usage: Defining best practices in social media marketing. Submit to *Journal of Issues in Intercollegiate Athletics*. (Submitted: July 2013)

Cooper, C.G., & Weight, E. The virtue of vision: Examining administrator and coach perceptions of value systems in NCAA Division I athletic departments. *Journal of Intercollegiate Sport* (Submitted: July 2013).

Weight, E.A., & **Cooper, C. G.** The Coach-Educator: NCAA Division I Coach Perspectives about University Organizational Structure. *The Journal of Sport Management* (Submitted: May 2013).

Roberts, L., Weight, E., & **Cooper, C.G.** [in final writing stage]. In pursuit of sustainability: Marketing NCAA Division I Track and Field. *Sport Marketing Quarterly* (Submitted: May 2013).

Weight, E.A., & **Cooper, C.G.** Framing the industry: Front page coverage of intercollegiate athletics in five major newspapers. *Journal of Sport Media* (Submitted: December 2012).

Cooper, C.G., & Gaynor, D., Shields, E., & Osborne, B. An investigation of financial spending and distributive justice principles in NCAA Division I athletic departments. *Journal for the Study of Sports and Athletes in Education* (Submitted: July 2012).

Huffman, L., & **Cooper, C.G.** An analysis of college-choice factors of NCAA Division I football student-athletes. *Journal for the Study of Sports and Athletes in Education* (Submitted: December 2011).

Refereed Papers/Articles In Progress [7+]

Fratarcangeli, D., **Cooper, C.G.**, Mihalik, J., & Weight, E. The head of the issue: Athletic administrator’s policies regarding student-athlete concussion. Submit to *TBA*.

Roberts, L., Weight, E., & **Cooper, C.G.** [in final writing stage]. In pursuit of sustainability: Fundraising and the NCAA Division I Track & Field core product. Submit to *TBA*.

Cooper, C.G. [in writing stage]. Ventures in visionary marketing: Identifying “game changing” branding initiatives in NCAA Division I athletic departments. Submit to *Sport Marketing Quarterly*.

Cooper, C.G. [in writing stage]. Leadership in action: Examining the core values in NCAA Division I, II, and III athletic departments. Submit to *Sport Management Review*.

Cooper, C.G. [in analysis stage]. Comparing administrator and coach perceptions of values in NCAA Division III athletic departments. Submit to *Journal of Intercollegiate Sport*.

Day, B., **Cooper, C.G.**, Osborne, B., & Sullivan, G. Relationships among charismatic leadership, organizational commitment and athletic success in Division III athletic departments. Submit to *Journal of Intercollegiate Sport*.

Weight, E., & **Cooper, C.G.** [in writing stage]. Educational value of college sport manuscripts [2]. Submission information TBA.

Refereed Unpublished Oral Presentations and/or & Abstracts [37]

Weight, E., & **Cooper, C.G.** (2013, June 1). The integrated view of intercollegiate athletics: College coach perspective. *North American Society for Sport Management (NASSM) Conference*. Austin, TX.

Cooper, C.G. (2013, April 18). Ventures in visionary marketing: Identifying “game changing” branding initiatives of NCAA Division I athletic departments. *Scholarly Conference on College Sports*. Chapel Hill, NC.

Weight, E., & **Cooper, C.G.** (2013, April 19). The coach-educator: NCAA Division I coach perspectives about the university organizational structure. *Scholarly Conference on College Sports*. Chapel Hill, NC.

Day, B. & **Cooper, C.G.** (2013, April 19). Athletic director leadership and athletic success in NCAA Division III athletic departments. *Scholarly Conference on College Sports*. Chapel Hill, NC. [Advisor role on presentation].

Doron, A., & **Cooper, C.G.** (2013, April 19). A content analysis of NCAA Division I Track & Field teams’ Twitter usage: Defining best practices in social media marketing. *Scholarly Conference on College Sports*. Chapel Hill, NC. [Advisor role on presentation].

Kirby, S., & **Cooper, C.G.** (2013, April 19). Creating and maintaining an organizational culture of value: A study of NCAA Division III Volleyball coaches and student-athletes. *Scholarly Conference on College Sports*. Chapel Hill, NC. [Advisor role on presentation].

Weight, E., & **Cooper, C.G.** (2012, May 24). Scandal, scholarship, and subsidy: An analysis of intercollegiate athletic coverage within the Wall Street Journal. *North American Society for Sport Management (NASSM) Conference*. Seattle, WA.

Cooper, C.G., & Weight, E. (2012, May 26). Variations in vision: Examining administrator and coach perceptions of organizational values in NCAA Division III athletic departments. *North American Society for Sport Management (NASSM) Conference*. Seattle, WA.

Cooper, C.G., & Weight, E.A. (2012, April 21). Investigating core ideology within NCAA Division I, II, and III athletic departments. *Scholarly Conference on College Sports*. Chapel Hill, NC.

Fratarcangeli, D., & **Cooper, C.G.** (2012, April 20). Making headway: An exploratory study of the perceptions of and the composition of NCAA Division I concussion management plans. *Scholarly Conference on College Sports*. Chapel Hill, NC. [Advisor role on presentation]

Palanjian, S., & **Cooper, C.G.** (2012, April 20). Factors influencing attendance at college football games. *Scholarly Conference on College Sports*. Chapel Hill, NC. [Advisor role on presentation]

Hardin, R., **Cooper, C.G.**, & Huffman, L. (2012, April 19). NCAA Division I Athletic Director’s Career Progression. *Scholarly Conference on College Sports*. Chapel Hill, NC.

Huffman, L. T., & **Cooper, C.G.** (2012, April 19). I’m taking my talents to...An examination of the most influential college-choice factors of NCAA FBS football players at a Southeastern university segmented by hometown socio-economic status. *Scholarly Conference on College Sports*. Chapel Hill, NC.

Roberts, L., & **Cooper, C.G.** (2012, April 19). Grappling with money: A study of fundraising practices of NCAA wrestling coaches. *Scholarly Conference on College Sports*. Chapel Hill, NC. [Advisor role on presentation]

Huffman, L. T., & **Cooper, C.G.** (2012, March 30). An examination of the influence of sport communication on football student-athletes’ college selection at a Southeastern University in

Football Bowl Subdivision. *Fifth Summit on Communication & Sport*, Peoria, IL.

Weight, E.A., & **Cooper, C.G.** (2012, January 10). The Leader-Value Continuum: NCAA Division I organizational values and transformational leadership. *NCAA Scholarly Colloquium*, Indianapolis, IN.

Cooper, C.G., Weight, E.A. (2011, October). NCAA Championship Marketing. *Sport Marketing Association (SMA) Conference*. Houston, TX.

Weight, E.A., **Cooper, C.G.** (2011, October). An authentic approach to group formation. *Sport Marketing Association (SMA) Conference*. Houston, TX.

Cooper, C.G., & Weight, E. (2011, June 2). NCAA Division I Athletic Administrator Values and Institutional Isomorphism. *North American Society for Sport Management (NASSM) Conference*. London, ON.

Huffman, L., & **Cooper, C.G.** (2011, April 22). A comparative analysis of the college-choice factors of NCAA football student-athletes at a Southeastern university. *Scholarly Conference on College Sports*. Chapel Hill, NC. (Advisor role on presentation)

Hancock, K., & **Cooper, C.G.** (2011, April 21). A media content analysis of the NCAA: In-game advertising during the men's College World Series. *Scholarly Conference on College Sports*. Chapel Hill, NC. (Advisor role on presentation)

Weight, E., & **Cooper, C.G.** (2011, April 21). An entrepreneurial beginning: Recognizing the value of "nonrevenue" programs through NCAA administrator and coach perceptions. *Scholarly Conference on College Sports*. Chapel Hill, NC.

Gaynor, D., & **Cooper, C.G.** (2011, April 20). A financial analysis of revenue and expenditure trends within Division I athletic departments. *Scholarly Conference on College Sports*. Chapel Hill, NC. (Advisor role on presentation)

Cooper, C.G., & Weight, E. (2010, October 28). The motivational preferences of consumers attending NCAA wrestling events. *Sport Marketing Association (SMA) Conference*. New Orleans, LA.

Weight, E.A., Ross, S., **Cooper, C.G.** (2010, June). Volleyball Budget Analysis – Excel Tutorial. Presentation for the *North American Society of Sport Management (NASSM) Teaching and Learning Fair*, Tampa, FL.

Cooper, C.G., & Weight, E. (2010, June 3). Athletic directors perceptions of Olympic program values within NCAA Division I athletic departments. *North American Society for Sport Management (NASSM) Conference*. Tampa, FL.

Clavio, G., & **Cooper, C.G.** (2010, June 3). Uses and gratifications of Twitter as a specialized sports news source. *North American Society for Sport Management (NASSM) Conference*. Tampa, FL.

Cooper, C.G., & Cooper, M.F. (2010, April 22). *The Innovative Use of New Media in NCAA Division-I Electronic Branding Campaigns*. *Scholarly Conference on College Sports*. Chapel Hill, NC.

Cooper, C.G., & Southall, R. (2010, March 25). Revolutionizing the market: E-Branding strategies in NCAA FBS athletic departments. *Association of Marketing Theory and Practice (AMTP) Conference*. Hilton Head, SC.

Pierce, D., & **Cooper, C.G.** (2009, October 30). Value innovation in the golf course industry. *Sport Marketing Association (SMA) Conference*. Cleveland, OH.

Clavio, G., Eagleman, A., & **Cooper, C.G.** (2009, October 29). Tweet and Crimson: Toward establishing an evaluative model of marketing and public relations efforts by sport entities through Twitter. *Sport Marketing Association (SMA) Conference*. Cleveland, OH.

Pierce, D., & **Cooper, C.G.** (2009, April 18). The role of divisional affiliation in athletic department website coverage. *Scholarly Conference on College Sports*. Chapel Hill, NC.

Cooper, C.G., & Weight, E. (2009, April 17). In pursuit of satisfaction and fortification: Stakeholder's perceptions of the NCAA intercollegiate wrestling entertainment value. *Scholarly Conference on College Sports*. Chapel Hill, NC.

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. *North American Society for Sport Management (NASSM) Conference*. Toronto, ON.

Cooper, C.G. (2008, April 19). Investigating motives at amateur wrestling events: Creating segmented markets at the Big Ten Wrestling Championships. *Scholarly Conference on College Sports*. Memphis, TN.

Cooper, C.G. (2008, April 18). NCAA March Madness: Determining the gender coverage in the *USA Today* during the NCAA Basketball Tournament. *Scholarly Conference on College Sports*. Memphis, TN.

Cooper, C.G. (2006, November 4). An examination of motives for attendance in collegiate wrestling. *Sport Marketing Association (SMA) 4th Annual Conference*. Denver, CO.

TEACHING ACTIVITIES

Undergraduate Courses (11)

Finance and Economics of Sport

- Spring 2010 (55 students), Summer Session I 2010 (10 students), Spring 2011 (77 students), Summer Session I 2011 (13 students), Summer Session II 2013 (15 students)

Fundamental Sport Marketing

- Fall 2009 (62 students), Spring 2010 (47 students), Spring 2011 (46 students), Spring 2012 (41; 43 students), Spring 2013 (43 students)

Graduate Courses (7)

Economic and Financial Management in Sport

- Fall 2009 (10 students), Fall 2010 (10 students), Fall 2011 (10 students), Fall 2012 (11 students), Fall 2013 (10 students)

Collegiate Sport Marketing

- Fall 2012 (12 students), Fall 2013 (9 students)

Master's Thesis Committees (18)

Schwarzber, R., **Cooper, C.G. (advisor)**, Shields, E., & Osborne, B. Building the brand: Surveying NCAA Division I athletic departments' valuation of marketing strategies, Anticipated Graduation Summer 2014.

Roberts, L., Weight, E., **Cooper, C.G.**, & Roberts, L. In Pursuit of Sustainability: A Study of Marketing & Fundraising Practices of NCAA Division I Track & Field Programs, *Department of Exercise and Sport Science*, 2013.

Yeargan, B., Osborne, B., **Cooper, C.G.**, Holliday, C. Athletic administrators' motivations for adding college football programs, *Department of Exercise and Sport Science*, 2013.

Day, B., **Cooper, C.G. (advisor)**, Osborne, B., & Sullivan, G. Relationships among charismatic leadership, organizational commitment and athletic success in Division III athletic departments, *Department of Exercise and Sport Science*, 2013.

Kirby, S., **Cooper, C.G. (advisor)**, Weight, E., & Miller, D. Creating and maintaining an organizational culture of value: A study of NCAA Division III volleyball coaches and student-athletes, *Department of Exercise and Sport Science*, 2013.

Doran, A., **Cooper, C.G. (advisor)**, Mihalik, J., & Humphries, S. A content analysis of NCAA Division I Track & Field teams' Twitter usage: Defining best practices in social media marketing, *Department of Exercise and Sport Science*, 2013.

Roberts, L., Weight, E., **Cooper, C.G.**, & Roberts, L. In Pursuit of Sustainability: A Study of Marketing & Fundraising Practices of NCAA Division I Track & Field Programs, *Department of Exercise and Sport Science*, 2013.

Marsh, P., Osborne, B., **Cooper, C.G.**, & Brossman, C. An Analysis of Athletics Department Data at NCAA Division I Institutions that have Discontinued Sports, *Department of Exercise and Sport Science*, 2012.

Palanjian, S., **Cooper, C.G. (advisor)**, Weight, E., & Mihalik, J. An examination of consumption preferences of "non-attendees" in men's NCAA Division I FBS football, *Department of Exercise and Sport Science*, 2012.

Roberts, L., **Cooper, C.G. (advisor)**, Weight, E., & Smith, T. Grappling with money: A study of fundraising practices of NCAA wrestling coaches, *Department of Exercise and Sport Science*, Spring 2012.

Fratarcangeli, D., **Cooper, C.G. (advisor)**, Mihalik, J., Mihalik, J., & Weight, E. The head of the issue: Athletic administrator's policies regarding student-athlete concussion, *Department of Exercise and Sport Science*, 2012.

Hancock, K., **Cooper, C.G. (advisor)**, Southall, R.M., & Fox, M. A media content analysis of the NCAA: In-game advertising during the men's College World Series, *Department of Exercise and Sport Science*, 2011.

Gaynor, D., **Cooper, C.G. (advisor)**, Osborne, B., & Shields, E. A financial analysis of revenue and expenditure trends within Division I athletic departments, *Department of Exercise and Sport Science*, 2011.

Huffman, L., **Cooper, C.G. (advisor)**, Shields, E., & Stroman D. A comparative analysis of the college-choice factors of NCAA football student-athletes at a southeastern university, *Department of Exercise and Sport Science*, 2011. **Recipient, EXSS Outstanding Graduate Student Research Award.**

Skolnick, J., Osborne, B., Shields, E., & **Cooper, C.G.** Trimming teams: An examination of decision making processes in intercollegiate athletic departments when multiple varsity sport programs are eliminated, *Department of Exercise and Sport Science*, 2011.

Lancaster, E., Osborne, B., **Cooper, C.G.**, & Johnson, S. Content analysis of violent incidents in college sports by gender. *Department of Exercise and Sport Sciences*, 2011.

Daly, J., Southall, R., **Cooper, C.G.**, Shields, E., & Sabo, T. An examination of Olympic sport revenue-generation strategies at National Collegiate Athletic Association Football Bowl Subdivision athletic departments. *Department of Exercise and Sport Sciences*, 2011.

Fisk, J., **Cooper, C.G. (advisor)**, Markos, L., & Osborne, B. An examination of associated costs with change of affiliation for a private Christian college in the northeast. *Department of Exercise and Sport Science*, 2010.

Internship Supervision [27]

Elite Level Sport Marketing (ELSM) internship

- Fall 2012 [6 students]
- Spring 2013 [7 students]
- Summer 2013 [6 students]
- Fall 2014 [8 students]

GRANTS

External Funding [\$40,000]

Past Support

Cooper (PI) (9/2011 – 8/2012)

The creation of marketing strategies to improve consumer interest in college wrestling at the local level

National Collegiate Athletic Association (NCAA) & National Wrestling Coaches Association (NWCA)

Role: Principal Investigator (100% effort)

Funding Requested: \$30,000

Cooper (Co-PI) (10/2011 – 10/2012)

Examining administrator and coach perceptions of value systems in NCAA Division I athletic departments

Knight Commission on Intercollegiate Athletics (KCIA) Grant Program

Role: Co-Principal Investigator (50% effort)

Funding Requested: \$10,000

Not Funded

Cooper (Co-PI) (10/2011 – 10/2012)

Football Bowl Subdivision (FBS) athletic director study

Knight Commission on Intercollegiate Athletics (KCIA) Grant Program

Role: Co-Principal Investigator (50% effort)

Funding Requested: \$21,000

Submitted

Cooper (PI) (1/2014 – 1/2015)

Creating strategic plans to activate marketing in sport organizations

National Wrestling Coaches Association (NWCA)

Role: Principal Investigator (100% effort)

Funding Requested: \$20,000

PROFESSIONAL SERVICE

Invited Presentations [26]

Cooper, C.G., Smith, J., & Mansueto, R. (2013, August 4). Social media presence: Maximizing effectiveness through creative positioning strategies. Presentation given to college coaches at the National Wrestling Coaches Association's Annual Convention. Fort Lauderdale, FL.

Cooper, C.G. (2013, August 2). Above & beyond branding: Taking the sport to a new level via an innovative marketing mindset. Presentation given to college coaches at the National Wrestling Coaches Association's Annual Convention. Fort Lauderdale, FL.

Cooper, C.G. (2013, January 4). Leadership and personal branding strategies to ensure future success in the sport industry. Presentation given to students at Jordan High School. Durham, NC.

Cooper, C.G. (2012, October 24). Personal branding 101: Making decisions to position yourself for current and future success. Presentation given to students at Jordan High School. Durham, NC.

Cooper, C.G. (2012, October 24). Brand building strategy: Positioning your high school athletic department via marketing efforts. Presentation given to administrators at Whitehall Athletic Department. Allentown, PA.

Cooper, C.G. (2012, October 24). Strategic social media: Using technology to build brand in surrounding community. Presentation given to administrators at Whitehall School District. Allentown, PA.

Cooper, C.G. (2012, October 24). Personal branding 101: Making decisions to position yourself for current and future success. Presentation given to Lehigh Valley student-athlete leadership group. Allentown, PA.

Cooper, C.G., Weight, E.A. (2012, October). Latest research in college sport – Knight Commission research recap. Presentation for the University of North Carolina athletics department senior staff. Chapel Hill, NC.

Cooper, C.G. (2012, October 11). The business of branding: Using marketing principles to build interest in program at the local level. Presentation given to Ohio high school coaches. Dayton, OH.

Cooper, C.G. (2012, September 28). Branding Building 101: Positioning your program from a marketing standpoint. Presentation given to University of Tennessee Chattanooga athletic department. Chattanooga, TN.

Cooper, C.G., & Smith, J. (2012, August 5). Social media strategies to enhance fan engagement in marketing efforts. Presentation given to college coaches at the National Wrestling Coaches Association's Annual Convention. Fort Lauderdale, FL.

Cooper, C.G. (2012, August 3). The Marketing Manual: Seven significant foundational steps to program success. Presentation given to college coaches at the National Wrestling Coaches Association's Annual Convention. Fort Lauderdale, FL.

Cooper, C.G. (2011, December 6). Sport Marketing 101: Key areas of consideration in the sport industry. Presentation given to students from Asheboro High School. Chapel Hill, NC.

Cooper, C.G. (2011, August 6). Build it with brand: The importance of taking an intentional approach to marketing. Presentation given to college coaches at the National Wrestling Coaches Association's Annual Convention. Fort Lauderdale, Florida.

Cooper, C.G. (2011, August 6). Mastery in marketing: The importance of an innovative marketing kit for college wrestling coaches. Presentation given to college coaches at the National Wrestling Coaches Association's Annual Convention. Fort Lauderdale, Florida.

Cooper, C.G. (2010, August 6). Administrators perceptions of NCAA Olympic program values. Presentation given to college wrestling coaches at the National Wrestling Coaches Association's Annual Convention. Delray Beach, Florida.

Cooper, C.G. (2010, August 6). New media marketing: Utilizing technology to extend your reach with consumers. Presentation given to college wrestling coaches at the National Wrestling Coaches Association's Annual Convention. Delray Beach, Florida.

Cooper, C.G. (2010, July 7 & 17th). Marketing with Moxy: Strategies to enhance consumer interest in the high school wrestling product. Presentation given to high school coaches at Appalachian State Wrestling Camp. Boone, North Carolina.

Cooper, C.G. (2009, August 8). Implementing marketing strategies to enhance consumer interest in college wrestling at the grassroots level. Presentation given to college wrestling coaches at the National Wrestling Coaches Association's Annual Convention. Fort Lauderdale, Florida.

Cooper, C.G., & Branch, D. (2009, March 5). Learning to succeed in the Sport Industry. Presentation to undergraduate students. West Virginia University: Morgantown, WV.

Cooper, C.G. (2009, January 16). The economics of luxury seating. Presentation given to graduate and undergraduate students. University of North Carolina: Chapel Hill, North Carolina.

Cooper, C.G. (2009, January 9). Research findings from college wrestling studies. Presentation given to National Collegiate Athletic Association [NCAA]. University of Northern Iowa: Cedar Falls, IA.

Cooper, C.G. (2008, September 24). The implementation of a research agenda in the Sport Management field. Presentation given to undergraduate students. West Virginia University: Morgantown, WV.

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.

Cooper, C.G. (2006, May 30). The differences in gender coverage during the NCAA Basketball Tournament. Presentation given to Sport Management student. Indiana University: Bloomington, IN.

Cooper, C.G. (2004, October 18). Experiences in the teacher education program. Presentation given to Sport Management students. Indiana University: Bloomington, IN.

Editorial Boards [4]

International Journal of Sport Communication: 2011 – Current.

International Journal of Sport Management: 2010 – Current.

Journal of Issues in Intercollegiate Athletics: 2010 – Current.

Theories & Applications, the International Edition: 2010 – Current.

Manuscript Reviewer [Varying]

Sport Management Review (SMR): 2011-Current.

International Journal of Sport Marketing & Management (IJSMM): 2011-Current.

Journal of Issues in Intercollegiate Athletics (JIIA): 2009-2010.

International Journal of Sport Communication (IJSC): 2008-2011.

Journal of Business & Industrial Marketing: 2008.

Team Performance Management (TPM): 2008.

The SMART Journal: 2007.

Professional Writing Pieces [3]

Cooper, C.G. (2013, February 22). Oklahoma State, Iowa, Minnesota, and Missouri advance to 2013 National Duals semifinals. Published on National Wrestling Coaches Association (NWCA) website (and circulated on other athletic department and wrestling-related websites).

Cooper, C.G. (2013, February 2). Brackets and seeds released for 2013 National Duals regionals. Published on National Wrestling Coaches Association (NWCA) website (and circulated on other athletic department and wrestling-related websites).

Cooper, C.G. (2012, November 3). Dake tops Taylor in historic night for wrestling at NWCA All-Star Classic. Published on National Wrestling Coaches Association (NWCA) website (and circulated on other athletic department and wrestling-related websites).

Electronic Media Outreach

Created Elite Level Sport Marketing (ELSM) blog (<http://elitelevelsportmarketing.com>) to provide coaches and professionals with educational development resources (Over 110,000 views since August 2011)

Created Elite Level Sport Marketing (ELSM) Facebook (1050 likes) and Twitter (410 followers) pages to engage coaches in brand building initiatives

Within The University of North Carolina at Chapel Hill [13]

Branding Committee Chair, Department of Exercise and Sport Sciences (Fall 2013 – Current)

Sport Administration Search Committee Co-Chair, Department of Exercise and Sport Sciences (2013)

Sport Administration Graduate Coordinator, Department of Exercise and Sport Sciences (Summer 2013 – Current)

Sport Administration Graduate Co-Coordinator, Department of Exercise and Sport Sciences (Spring 2013)

EXSS Chair Nomination Committee, Department of Exercise and Sport Sciences (2012-13)

Blyth Lecture Committee Member, Department of Exercise and Sport Sciences (2012-13)

Athletic Training and Human Anatomy Search Committee Member, Department of Exercise and Sport Sciences (2012-13).

Ronald Hyatt Scholarship Committee, Department of Exercise and Sport Sciences (2010, 2012)

Director of Academic Services Search Committee Member, Department of Athletics (2011)

Sport Administration Search Committee Co-Chair, Department of Exercise and Sport Sciences (2010-11)

Public Relations Committee, Department of EXSS (2009-2013)

Search Committee, Campus Recreation (2010)

LFIT Committee, Department of EXSS (2010)