

VITA

CHRISTINA L. L. MARTIN

PRESENT POSITION

Assistant Professor of Sport and Fitness Management
Kinesiology and Health Promotion
Troy University
Troy, AL 36082
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EDUCATION

<u>University Attended</u>	<u>Dates</u>	<u>Major Emphasis</u>	<u>Degree</u>
The University of Southern Mississippi	2003-2008	Administration & Teaching	Ph.D.
Mississippi State University	2001-2002	Sport Administration	M.S.
Mississippi State University	1998-2001	Fitness Management	B.S.

EXPERIENCES

<u>Employer</u>	<u>Title</u>	<u>Dates</u>
Troy University Kinesiology and Health Promotion	Assistant Professor	Present
The University of Southern Mississippi Human Performance and Recreation Dept.	Graduate Teaching/ Research Assistant	2007-2008
The University of Southern Mississippi College of Health	Graduate Assistant Student Resource Center Director	2003-2004
The University of Southern Mississippi Payne Center	Aerobics Instructor	2003-2004
The University of Southern Mississippi Human Performance and Recreation Dept.	Adjunct Instructor Aerobics	2003-2004
Mississippi State University Department of Physical Education	Graduate Teaching Assistant Aerobics, Tennis, and	2001-2002

	Badminton Instructor	
Mississippi State University Sanderson Center	Aerobics Instructor	1999-2002
Mississippi State University Sanderson Center	Strength and Conditioning Instructor	1999-2001

TEACHING EXPERIENCES

<u>Courses</u>	<u>Major Description</u>
Current Issues	Sport Management Majors
Legal Aspects	Sport Management Majors
Sport Marketing	Sport Management Majors
Wellness	All USM Majors
Aerobics	Human Performance Majors
Badminton	Physical Education Majors
Tennis	Physical Education Majors

RELATED EXPERIENCES

<u>Organization</u>	<u>Project Title</u>	<u>Dates</u>
The University of Southern Mississippi USM Sport Management Majors	Internship Night Coordinator	2007
The University of Southern Mississippi Sport Marketing Class	Eagle Tip-Off Fan Fest Course Instructor	2007
Mississippi State University Athletic Marketing	Bulldog Mini-Cheer Clinic Event Coordinator	2002
Mississippi State University Athletic Marketing	Spirit Group Reunion Sales Coordinator	2002
Mississippi State University Athletic Marketing	Spirit Groups Calendar Project/Sales Coordinator	2002

OTHER EXPERIENCES

<u>Organization</u>	<u>Title</u>	<u>Dates</u>
Victoria's Secret Hattiesburg, MS	Co-Director	2004-2007
Mississippi State University Athletic Marketing	Spirit Groups Intern Cheer and Pom	2001-2002
Mississippi State University	Cheerleader	1998-2000
Pearl River Community College	Cheerleader	1997-1998

SERVICE

<u>Organization</u>	<u>Title</u>	<u>Dates</u>
Sport Marketing Association	Student Member	2007
Special Olympics Mississippi State University	Event Coordinator - 4 Basketball (1), Volleyball (2) Track (1)	2001-2002
North American Society for Sport Management (NASSM)	Student Member	2001-2002
Sport Professionals' Organization for Research Training and Study	Public Relations Officer	2002
Sport Professionals' Organization for Research Training and Study	Student Member	2001
Mississippi Alliance for Health, Physical Education, Recreation, and Dance (MAHPERD)	Student Member	2001

PROFESSIONAL PRESENTATIONS

- Speed, N., Krebs, G., Martin, C. L. L., & McDaniel, L. (2008) "Examining the Impacts of a Random Drug-Testing Program in South Mississippi." *Graduate Symposium*, The University of Southern Mississippi
- Martin, C.L.L. (2007) "Physical Education Content Knowledge and Physical Activity Behaviors of Mississippi High School Students: Results of a Dissertation Pilot Study." *College of Health*, The University of Southern Mississippi.
- Martin, C.L.L., Miller, L., & Hall, S. (2007). "An Examination of Division I Collegiate Athletic Marketing Directors' Awareness of Employed and Prospective Marketing Strategies." *Sport Marketing Conference*, Pittsburgh, PA.
- Hall, S., Gibson, A., & Martin, C.L.L. (2007). "Job Satisfaction of NCAA Division I Athletic Marketing Directors." *Sport Marketing Conference*, Pittsburgh, PA.
- Martin, C.L.L., Gibson, A.K., & Duplantis, P. (2005). "A Comparative Analysis of Gender Differences on Viewing Behaviors of Sports Media." *3rd Annual Conference on Girls' and Women's Physical Activity and Sport*, Louisiana State University, Shreveport, LA.
- Furko, L., Glover, M., & Martin, C.L.L. (2004). "What's In It for Me?: Student Perceptions Regarding Majors' Clubs." *Sport Marketing Association Conference*, Memphis, TN.

GRANT EXPERIENCE

Assistant Grant Evaluator

Lamar County COPS Grant, \$5,000

Principal Investigator: Steve Rosser

Assisting Dr. Nancy Speed, Dr. Gary Krebs, Steve Rosser, and Linda McDaniel

Responsible for statistical analysis and reports

Carol M. White PEP Grant, \$300,000

Principal Investigator: Dr. Nancy Speed

Coauthors: Christina L. L. Martin and Dr. Gary Krebs

Status: Not Funded

The University of Southern Mississippi Doctoral Dissertation Grant, \$500

Principal Investigator: Christina L. L. Martin

Status: Funded

Assistant Grant Evaluator

Carol M. White PEP Grant, \$21,999

Principal Investigator: Linda McDaniel

Assisting Dr. Nancy Speed, Dr. Gary Krebs, and Linda McDaniel

Responsible for statistical analysis and reports

Assistant Grant Evaluator

Project CARE, \$30,000

Principal Investigator: Linda McDaniel

Assisting Dr. Nancy Speed, Dr. Gary Krebs, and Linda McDaniel

Responsible for statistical analysis and reports

Assistant Grant Evaluator

Dubard School for Language Disorders, Motor Skill Development Venture Grant, \$5,000

Assisting Dr. Nancy Speed

Responsible for statistical analysis

DISSERTATION

Dissertation: “Physical Education Content Knowledge and Physical Activity Behaviors of Mississippi High School Students.”

MANUSCRIPTS IN PROGRESS

Martin, C. L. L., Gould, T., Speed, N., Blom, L., & Krebs, G. (2008). “Psychometric Performance of the *Assessment of Sub-Disciplinary Knowledge in Physical Education: Exercise Physiology (ASK PE: EXP)*.”

Martin, C. L. L., Speed, N., Gould, T., Krebs, G. & Blom, L. (2008). “Physical Education Content Knowledge and Physical Activity Behaviors of Mississippi High School Students.”

Martin, C.L.L., Miller, L., & Hall, S. “An Examination of Division I Collegiate Athletic Marketing Directors’ Awareness of Employed and Prospective Marketing Strategies.”

Speed, N., Krebs, G., Martin, C.L.L., McDaniel, L. (2008) “Examining the Impacts of a Random Drug-Testing Program in South Mississippi.”

SUBMITTED MANUSCRIPTS

Hall, S., Gibson, A., & Martin, C.L.L. “Job Satisfaction of NCAA Division I Athletic Marketing Directors.”