

UNIVERSITY OF MIAMI  
SCHOOL of EDUCATION  
& HUMAN DEVELOPMENT

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**PERSONAL**

**TYWAN G. MARTIN**

University of Miami  
School of Education & Human Development  
Department of Kinesiology and Sport Sciences  
P.O. Box 248065  
Coral Gables, FL 33124  
Office phone: (305) 284-1168  
Assistant Professor  
Sport Administration

**HIGHER EDUCATION**

Ph.D. Indiana University, Bloomington, IN (2012)  
Major: Sport Marketing  
Minor: Telecommunication

Dissertation: *Mixed Marital Arts (MMA) and the media: Using the content analytic method to examine the print communication coverage devoted to an emerging sport*. Dissertation committee: Paul M. Pedersen (Chair), Gary Sailes, Galen Clavio, Antonio S. Williams, Andrea N. Eagleman, William H. Wiggins Jr.

M.S. Indiana University, Bloomington, IN (2007)  
Major: Sport Management  
Minor: Sport Marketing

B.G.S. Indiana University, Bloomington, IN (2007)

Major: Behavioral and Social Sciences

## **EXPERIENCE**

### **Academic**

University of Miami  
Assistant Professor  
Coral Gables, FL  
Aug 2012-Present

University of Miami  
Visiting Lecturer  
Coral Gables, FL  
Aug 2010-2012

Indiana University  
Graduate Assistant  
Bloomington, IN  
2006-2010

Indiana University  
Adjunct Professor  
Bloomington, IN  
2006-2010

### **Non-Academic**

**Powerlifting Coach**, 30<sup>th</sup> Annual USAPL Men's National Powerlifting Championships, Orlando, FL; 2012

**Powerlifting Coach**, The Arnold Sports Festival USA Powerlifting Championships, Columbus, OH; 2009 – 2011

**Graduate Assistant**, Groups Student Support Services Program, Bloomington, IN; 2008 – 2010

**Basketball Camp Administrator**, Mike Davis Basketball Camp, Bloomington, IN; 2003 – 2004.

**Basketball Camp Administrator**, Mark Jackson Basketball Camp, Indianapolis, IN; 1999 – 2000

**Basketball Camp Administrator**, Steve Alford Basketball Camp, Franklin, IN; 1999 – 2010

**Faculty and Staff for Student Excellence (FASE) Mentoring Program Assistant Director**, Indiana University, Bloomington, IN; 1999 – 2006

**Office of Diversity Programs Coordinator**, Indiana University, Bloomington, IN; 1997 – 1999

## **PUBLICATIONS**

### **Books and Chapters**

Whisenant, W., Forsyth, E.W., & **Martin, T.G.** (2014). Interscholastic Athletics. In P.M. Pedersen, J.B. Parks, J. Quarterman, & L. Thibault (Eds.), *Contemporary Sport Management* (5<sup>th</sup> ed., pp. 162-189). Champaign, IL: Human Kinetics.

Eagleman, A.N., & **Martin, T.G.** (2013). Race portrayals in sport communication. In P. Pedersen (Ed.). *The Routledge Handbook of Sport Communication* (pp. 369-377). New York: Routledge.

### **Refereed Articles**

Suh, Y., **Martin, T.G.** (in press). When good athletes go bad: The impact of the Tiger Woods scandal on consumers' perceptions of his brand endorsement. *Global Sport Business Journal*.

**Martin, T.G.**, Whisenant, W., Dees, W., & Agyemang, K.J.A. (in press). Media exposure of sport Concussions and the impact on high school football participation. *Journal of Multidisciplinary Research*.

Agyemang, K.J.A., Kellison, T.B., & **Martin, T.G.** (in press). Impression management: A review of (non-sport) organizational literature and opportunities for sport management research. *International Journal of Sport Management*.

**Martin, T.G.**, Harriell, K., Tatman, J.A., King, V.A., Whisenant, W., & Dees, W. (2016). Evaluating Increased Public Exposure to Concussions in the Media and its Influence on High School Participation Rates: A Pilot Study. *Applied Research in Coaching and Athletics Annual*, 31, 123-155.

**Martin, T.G.**, Suh, Y., Williams, A.S., Locey, J., Ramirez, J., & Alea, M. (2016). Comparative analysis of female and male coverage on ESPN's *SportsCenter*. *Global Sports Business Association Journal*, 4(1), 14-22.

Williams, A., **Martin, T.G.**, & Allen, R. (2015). Communicating fitness through sport: An examination of the use of athletes to communicate fitness in print media. *International Journal of Interdisciplinary Studies in Communication*, 10(4), 10-19.

Williams, A., Kim, D., Agyemang, K.J., & **Martin, T.** (2015). All brands are not created equal: Understanding the role of athletes in sport brand architecture. *Journal of Multidisciplinary Research*, 7(3), 75-86.

**Martin, T.G.**, Williams, A.S., Whisenant, W., & Dees, W. (2014). Mixed martial arts (MMA) and the media: An examination of an emerging sport's coverage in *ESPN The Magazine*. *Public Organizational Review*. Advance online publication.

Lim, C., **Martin, T.G.**, & Pedersen, P.M. (2013). Psychological factors associated with motivation of mediated Mixed Martial Arts (MMA) consumption: A structural model of risk taking, aggression, identification, and motivation. *International Journal of Sport Management*, 14, 379-402.

Reid, B., Whisenant, W., **Martin, T.G.**, & Dees, W. (2013). APR and March Madness. *International Journal of Education and Research*, 1(5), 1-8.

Whisenant, W., Dees, W., Bolling, M., & **Martin, T.G.** (2013). Concession sales: The examination of novelty effect and consumer mood. *International Journal of Education and Research*, 1(4), 1-10.

Whisenant, W., **Martin, T.G.**, & DeWaele, C. (2012). Gender-stereotypic model in athletics: Sex of the coach and team performance. *Applied Research in Coaching and Athletics Annual*, 27, 33-52.

Lim, C., **Martin, T.G.**, & Kwak, D.H. (2010). Examining television consumers of mixed martial arts: The relationship among risk-taking, emotions, attitude, and actual sport media consumption behavior. *International Journal of Sport Communication*, 3, 49-63.

### **Under Review**

**Martin, T.G.**, & Agyemang, K.J.A. (2016). *Pick 'em: An examination of Lee Corso's College GameDay selections*. Manuscript submitted for publication.

**Martin, T.G.**, Lee, S., Totani, D., & Whisenant, W. (2016). *Tennis anyone? A content analysis of the written and pictorial coverage of Tennis Magazine*. Manuscript submitted for publication.

**Martin, T.G.**, Gregg, L., Suh, Y., & Whisenant, W. (2016). *What are we Celebrating? A Content Analysis of Pictorial Coverage in ESPN The Magazine's*. Manuscript submitted for publication.

### **In Progress**

**Martin, T.G.**, Wallace, J., Harriell, K., & Tatman, J. (2016). *Sport media and concussions: An examination of athletic trainers' perceptions of media coverage*. Manuscript in preparation.

Suh, Y., & **Martin, T.G.** (2016). *Is that StubHub? An analysis of consumer attitudes towards a sponsorship on an NBA uniform*. Manuscript in preparation.

Jessop, A., & **Martin, T.G.** (2016). *Digital arms race: New media's impact on competitive balance across Division I FBS Football*. Manuscript in preparation.

**Martin, T.G.** (2016). *ESPN's College GameDay sports betting*. Manuscript in preparation.

**Martin, T.G.**, Wallace, J., Harriell, K., & Tatman, J. (2016). *Where are we headed? Examining consumers' beliefs about media coverage of concussions suffered in football*. Manuscript in preparation.

**Martin, T.G.**, Harris, S., Hart, T, & Jimenez, N. (2016). *Personal branding: An examination of the US men's national soccer team's Twitter use during the 2014 FIFA World Cup*. Manuscript in preparation.

### **National and International Presentations**

Dees, W., Jessop, A., & **Martin, T.G.** (2016, June). Using narrative techniques to increase engagement in sport management online courses. *North American Society for Sport Management (NASSM)*. Orlando, FL.

**Martin, T.G.**, Zhang, S., Flinchum, G., & Keselman, H. (2016, February). Bet it on: An investigation of the NCAA's Twitter account. *The 4th Annual Global Sport Business Association Conference (GSBAC)*. Nassau, Bahamas.

Malmo, J., & **Martin, T.G.** (2016, February). Is the UFC a knockout for college students, or should it be fighting to attract university fandom & consumption. *The 4th Annual Global Sport Business Association Conference (GSBAC)*. Nassau, Bahamas.

**Martin, T.G.** (2015, October). Social media use and communication tactics during a Heisman Trophy campaign. *Sport Marketing Association (SMA) 13<sup>th</sup> Annual Conference*. Atlanta, GA.

Whisenant, W., Dees, W., & **Martin, T.G.** (2014, October). Gender & National Olympic Committees. *World Association for Sport Management (Inaugural) Conference*. Madrid, Spain.

**Martin, T.G.**, Resnick, P., Carroll, K., Narcisse, G., & Triantafylidis, S. (2014, February). Tennis anyone? A content analysis of the written and pictorial coverage of *Tennis Magazine*. *The 2<sup>nd</sup> Annual Global Sport Business Association Conference (GSBAC)*. Nassau, Bahamas.

Dees, W., Whisenant, W., **Martin, T.G.**, & Resnick, P. (2013, October). Concessions sales and novelty effect. *Sport Marketing Association (SMA) 11<sup>th</sup> Annual Conference*. Albuquerque, NM.

**Martin, T.G.** (2013, June). The utilization of effective communication tools in a national campaign. *North American Society for Sport Management Conference (NASSM)*. Austin, TX.

Wolff, J., Moyd, K., Winner, A., Guan, Y., & **Martin, T.G.** (2013, February). APR and March Madness. *Global Sport Business Association Conference (GSBAC)*. Nassau, Bahamas.

Yoo, S.K., Lee, J.K., **Martin, T.G.**, & Pedersen, P.M. (2012, October). Examining the impact of a sports start: A media-based investigation of an athlete as an agenda provider. *Sport Marketing Association (SMA) 10<sup>th</sup> Annual Conference*. Orlando, FL.

**Martin, T.G.** Yoo, S.K., Pedersen, P.M., & Williams, A.S. (2012, May). Mixed martial arts (MMA): Using the content analytic method to examine the print communication coverage devoted to an emerging sport. *North American Society for Sport Management Conference (NASSM)*. Seattle, WA.

Williams, A., Choi, W., Kim, D., & **Martin, T.G.** (2011, November). Exploring core product factors through the analysis of Taekwondo match pattern attacks. *Sport Entertainment & Venues Tomorrow Conference*. Columbia, SC.

Kang, J., Lim, C., **Martin, T.G.**, & Pedersen, P.M. (2010, September). Examining antecedent factors of sport consumption motivation: Personality, normative beliefs, and fan identification in the sport industry (p. 190). *Abstract book of the 18<sup>th</sup> Annual European Sport Management Conference: European Association for Sport Management (EASM)*. Prague, Czech Republic.

**Martin, T.G.**, Lim, C., & Lee, Y. (2009, October). Examining the mediating role of emotions of MMA consumption: The relationship among risk taking, emotion, attitude, and actual consumption behavior. *Sport Marketing Association (SMA) 7<sup>th</sup> Annual Conference*. Cleveland, OH.

Hosey, S., Lee, S., & **Martin, T.G.** (2008, May). The celebrity athlete endorser: A theoretical examination of inter-related theories. *North American Society for Sport Management Conference (NASSM)*. Toronto, Ontario, Canada.

**Martin, T.G.**, Williams, A.S., & Hosey, S. (2008, April). The influence of NCAA Men's Basketball Final Four appearances on application and enrollment rates. *College Sport Research Institute Scholarly Conference on College Sport (CSRI) Annual Conference*. Memphis, TN.

### **Invited Presentations**

Guest Presenter for the Ronald A. Hammond Scholars and the Miami Heat at American Airlines Arena, Miami, FL (March 25, 2016). The Impact of Media on the Sport Industry.

Guest Presenter for the University of Miami Football Program (Uday) at the University of Miami, Coral Gables, FL (August 9, 2015). The Sport Industry and the Media.

Guest Presenter for the Department of Kinesiology, Sports Studies and Physical Education at Morehouse College (February 27, 2015). The Sport Industry.

Guest Lecturer in Sport Marketing (P418) undergraduate course at Indiana University, Bloomington (March 13, 2014). Media and agenda set theory.

Guest Lecturer in Sport Marketing (P418) undergraduate course at Indiana University, Bloomington (February 14, 2013). Uses and gratification in social media.

Guest Lecturer in Sport Marketing (P418) undergraduate course at Indiana University, Bloomington (February 7, 2012). The utility of Twitter in sport.

Guest Lecturer in Sport Ethics (KIN308) undergraduate course at the University of Miami, Coral Gables, FL (April 12, 2011). Crisis communication in sport.

Guest Lecturer in Introduction to Sport Fitness Management (K500) graduate course at Indiana University, Bloomington (December 9, 2009). Brand development strategies and the use of social media.

Guest Lecturer in Marketing and Managing Sports (X111) undergraduate course at Indiana University, Bloomington (October 15, 2009). Brand strategies implemented by athletes.

Guest Lecturer in Mixed Martial Arts at Korea Aerospace University, Hwajon-dong, South Korea (July 8, 2009). The rise and growth of mixed martial arts worldwide.

Guest Lecturer in Kinesiology undergraduate course at Pusan National University, Pusan City, South Korea (July 9, 2009). The international growth mixed martial arts.

Guest Lecturer in Introduction to Sport Management (P211) undergraduate course at Indiana University, Bloomington (April 9, 2009). Agenda set theory in sport media.

Guest Lecturer in Issues in Sport Communication (P329) undergraduate course at Indiana University, Bloomington (March 10, 2009). Uses and gratification and the desires of sport consumers.

Guest Lecturer in Introduction to Sport Management (P211) undergraduate course at Indiana University, Bloomington (March 4, 2009). The NCAA: The use of collegiate athletes likeness.

Guest Lecturer in Sport in American Society (P392) undergraduate course at Indiana University, Bloomington (March 4, 2009). The NCAA: Collegiate athletes and EA Sports.

Guest Lecturer in Introduction to Sport Management (P211) undergraduate course at Indiana University, Bloomington (February 10, 2009). The mutually beneficial relationship with sport and the media.

Guest Lecturer in Sport in American Society (P392) undergraduate course at Indiana University, Bloomington (January 29, 2009). Sport and the media in the American culture.

Guest Lecturer in Sport Marketing (P418) undergraduate course at Indiana University, Bloomington (January 22, 2009). Sport branding in the media.

Guest Lecturer in Sport Marketing (P418) undergraduate course at Indiana University, Bloomington (January 20, 2009). Sport branding and the growth of social media.

Guest Lecturer in Introduction to Sport Fitness Management (K500) graduate course at Indiana University, Bloomington (November 12, 2008). The use of elaboration likelihood model in sport research.

Guest Lecturer in Financial Principles in Sport (P423) undergraduate course at Indiana University, Bloomington (November 6, 2008). Media and television rights fees.

Guest Lecturer in Financial Principles in Sport (P423) undergraduate course at Indiana University, Bloomington (October 9, 2008). Media and sport branding.

### **Popular Print and Interview Citations**

Rodenberg, R. (2015, June 6). The next generation of gambling technology. *ESPN.com*

Glier, R. (2013, September 14). Athletes send fans a video challenge. *The New York Times*.

### **Honors & Achievements**

Responsible for the Development of the First Online Graduate Course in Sport Administration, University of Miami, 2014.

University of Miami Outstanding Faculty Member Nominee, University of Miami Apple Polishing, University of Miami, 2013.

Outstanding Service Award, Groups Student Support Services Program, Indiana University, 2009 – 2010.

Indiana University's Diversity, Equity, and Multicultural Affairs Fellow, 2008 – 2010.

School of Health, Physical Education, & Recreation Minority Achievement Award, 2007 – 2008.

Groups Student Support Services Program Research Fellow, Indiana University, 2006 – 2007.



School of Health, Physical Education, & Recreation Academic Scholarship, 2006 – 2007.

Faculty and Staff for Student Excellence Mentor of the Year, 2004.

### Membership and Associations

Global Sport Business Association (GSBA). 2012 – Present

North American Society for Sport Management (NASSM). 2007 – Present.

Sport Marketing Association (SMA). 2007 – Present.

Indiana University Alumni Association Member. 2007 – Present.

Mid-America Association of Educational Opportunity Program Personnel (MAEOPP). 2007 – 2011.

Indiana Mid-America Association of Educational Opportunity Program Personnel (I-MAEOPP). 2007 – 2011.

Indiana University Black Graduate Student Association (BGSA). 2006 – 2010.

### External Grants

Dees, W., **Martin, T.G.**, & Whisenant, W.A. (2013). *FY 2014 Study of the U.S. Institutes for Student Leaders*. Department of State, Bureau of Educational and Cultural Affairs. ECA-ECAAE-14-014 totaled \$720,000 at the University of Miami. (Not awarded)

**Martin, T.G.** (Summer 2010). Korea Research Foundation: Global Network Research Program awarded to cover travel expenses up to \$2500.

**Martin, T.G.** (Spring 2009). Indiana University's School of Health, Physical Education, & Recreation Minority Recruitment and Retention Grant awarded to cover conference travel cost up to \$900 at Indiana University.

**Martin, T.G.** (Spring 2008). Indiana University's School of Health, Physical Education, & Recreation Minority Recruitment and Retention Grant awarded to cover conference travel cost up to \$900.

**Martin, T.G.** (Spring 2008). Indiana University's Groups Student Support Services Program Grant to cover conference travel cost up to \$700.

**Martin, T.G.** (Spring 2007). Indiana University's Groups Student Support Services Program Grant to cover conference travel cost up to \$700.

Wiggins, W. H., & **Martin T.G.** (Spring 2006). 21<sup>st</sup> Century Scholars Mentoring Grant totaled \$75,000 at Indiana University.

Wiggins, W. H., & **Martin T.G.** (Fall 2005). 21<sup>st</sup> Century Scholars Mentoring Grant totaled \$90,000 at Indiana University.

## **TEACHING**

### **Graduate Courses**

KIN 590 Sport Industry in South Florida (University of Miami)

KIN 590 Advance Sport Information Management (University)

KIN 601 Organization and Administration in Sport: In the spring of 2015, this course was the first class offered for the newly developed online Sport Administration Master's Program (University of Miami)

KIN 609 Advance Sport Information Management: In the fall of 2015, this course was offered to graduate students in the Sport Administration Master's Program (University of Miami)

### **Undergraduate Courses**

KIN 490 Sport Industry in South Florida (University of Miami)

KIN 403 Sport Information Management (University of Miami)

KIN 201 Introduction to Sport Management (University of Miami)

SPH-M 333 Sport in America: A Historical Perspective (Indiana University)

SPH-M 328 Issues in Intercollegiate Athletics (Indiana University)

SPH-I 211 Advanced Basketball (Indiana University)

SPH-I 119 Personal Fitness (Indiana University)

SPH-I 111 Intermediate Basketball (Indiana University)

EDUC-X 152 Introduction to the University (Indiana University)

## **SERVICE**

### **Dissertation Committees**

Ponce, Enrique (Fall 2016). *Cheating perceptions at a small, private Ecuadorian institution*. University of Miami Educational and Psychological Studies. Outside committee member.

Perez, Diego (Spring 2015 ). *Student retention in higher education in Ecuador: An analysis of a private university*. University of Miami Educational and Psychological Studies. Outside committee member.

Fernandez, Marcelo (Spring 2015). *Effect of pre-college factors on students' attrition during the first two-years at a small private university in Ecuador*. University of Miami Educational and Psychological Studies. Outside member.

Chang, Winnie (Fall 2014). *GRIT and academic performance: Is being grittier better?* University of Miami Educational and Psychological Studies. Outside committee member.

### **Professional Service**

Faculty Senate Student Affairs Committee (2016 – Present).

Appointed to the University of Miami's Presidential Task for Addressing Black Students' Concerns (Spring 2015).

University of Miami School of Education & Human Development Diversity Committee (2015 - Present).

Global Sport Business Association (GSBA) Member (2012 – Present).

Assist UM Athletics with the recruitment of more than 20 student-athletes, Faculty Invitee, Miami, FL (2012 – Present).

Co-Faculty Advisor of USPORT, Sport Administration undergraduate program (2011-2015).

NASCAR Kinetics, Faculty Advisor, Miami, FL (2011 - 2012).

UM Black Alumni Society and WWMA Scholarship Committee, Miami, FL (2012).

Mahoney Residential Colleges Faculty Dinner, Faculty Invitee, Miami, FL (2011- 2012).

UM Black Alumni Society and WWMA Scholarship Committee, Miami, FL (2011).

UM Kinesiology Mock Interview Forum, Faculty Representative, Miami, FL (2011).

Mahoney Residential Colleges Faculty Dinner, Faculty Invitee, Miami, FL (2010).

Event Coordinator, Indiana Pacers TRIO Programs Day, Indianapolis, IN (2010).

Event Coordinator, Indiana Pacers College Night, Indianapolis, IN (Spring 2010).

Graduate Advisor, Hoosier Sport Business Organization, Indiana University, Bloomington, IN (2008 – 2009).

North American Society for Sport Management (NASSM) Member (2008 – Present).

Sport Marketing Association (SMA) Member (2008 – Present).

Indiana University Representative, Committee on Institutional Cooperation Conference, Chicago, IL (Fall 2008).

Staff Volunteer, Sisters Network, Inc., Milwaukee, WI (Fall 2008).

Coordinator, Undergraduate Ambassadors, Groups Student Support Services Program, Indiana University, Bloomington, IN (2007 – 2010).

Staff Volunteer, WISH-TV Horizon's Golf Outing, Indianapolis, IN (2007 – 2010).

Representative, Sport Management Doctoral Program, Indiana University School of Health, Physical Education, and Recreation Faculty Retreat, Martinsville, IN (Fall 2007).

Event Volunteer, Senior State Championships, Indiana University, Bloomington, IN (Summer 2007).

Communications Volunteer, ESPN (2005 – 2007).

Event Volunteer, University of Iowa Athletics, Iowa City, IA (2005 – 2006).

Representative, Indiana Commission on the Social Status for Black Males, Indiana University–Purdue University Indianapolis, Indianapolis, IN (Fall 2005).

Facilitator, Office of Admissions Multi-Cultural Work Group, Indiana University, Bloomington, IN (2004 – 2010).

Co-founder, Women's Leadership Conference, Indiana University, Bloomington, IN (Spring 2004).

Co-founder, Men of Color Leadership Conference, Indiana University, Bloomington, IN (Fall 2003).

Representative, Vice President for Institutional Development and Student Affairs Retreat, Bloomington, IN (Fall 2002).

Event Volunteer, Fleet Bank and the Boston Celtics Community Service Event, Boston, MA (October 28, 2000).

**Editorial Reviewer**

Guest Manuscript Reviewer, *International Journal of Sport Communication* (September 2016).

Guest Manuscript Reviewer, *International Journal of Intercultural Relations* (August 2016).

Guest Manuscript Reviewer, *International Sport Management Conference* (October 2015)

Guest Manuscript Reviewer, *International Journal of Sport Communication* (October 2015).

Guest Manuscript Reviewer, *Journal of Sport Analytics* (October 2015).

Guest Manuscript Reviewer, *Sport & Society* (December 2014).

Abstract Reviewer, 2013 Global Sport Business Association Conference (February 2014).

Abstract Reviewer, 2012 Global Sport Business Association Conference (February 2013).

Guest Manuscript Reviewer, *International Journal of Sport Communication* (March 2013)

Guest Manuscript Reviewer, *International Journal of Sport Communication* (November 2012).

