



January 2026

Instructor: Dr. Chris Coker
Academic Department: Human and Health Performance

University Address: Nursing and Health Science Building
East Texas A&M University
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Commerce, TX 75429-3011

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EDUCATION

East Tennessee State University
Ed.D. Global Sport Leadership
May 2021

University of West Alabama
Master of Science in Continuing Education
May 1999

University of North Alabama
Bachelor of Science in Education
June 1994

TEACHING EXPERIENCE

East Texas A&M University |
Commerce, TX

Instructor (administrative interim)

08/2025 - Current

- Teaching undergraduate courses in sport management
- HHPS 410 – Economic & Finance of Sport and Recreation
- HHPS 350 - Social Issues in Global Sport
- HHPS 310 - Facilities and Venue Management
- HHPS 320 – Legal Issues in Sport Recreational Management
- HHPS 564 – Sports Facilities and Event Management
- HHPS 210 - Sports Psychology
- C-Director of GAME (student organization for sport management majors)

Tusculum University |
Greenville, TN

Adjunct Instructor

08/2024 – 7/2025

- MSM 540 - Sports Psychology and Stress Management (online)
- MSM 575 - Marketing and Brand Management (online)

Faulkner University – Mobile |
Mobile , AL
Campus Director / Assistant Professor
08/2019 - 05/2025

- Oversaw daily operations of the Mobile Center
- Provided supervision of the personnel and activities of the Mobile Center
- Coordinated the hiring of staff and full-time and adjunct faculty
- Coordinated with other staff members in providing materials used in the marketing of the center
- Responsible for overseeing student recruitment for all programs offered at the center
- Oversaw academic matters such as planning and implementing calendars, scheduling of classes, assigning classroom space, and providing academic counseling for students
- Assisted in the development and administration of the budget for the center; monitor and approve expenditures
- Oversaw the collection of all student accounts and the payment of all payables
- Provided leadership in enrollment and recruitment programs for the center
- Faculty member teaching PE 1300 Lifetime Fitness and SRF 3300 Sports Finance
- Chaired search committee to hire new faculty
- Facility maintenance
- Serves on various committees
- Taught the Lifetime Fitness and Financial Principles of Sport, Sport Finance, and Foundations of PE

Mobile Christian School |
Mobile , AL
Teacher / Coach
08/2017 - 07/2019

- Teacher
- Coach Basketball
- Coach Golf

United States Sports Academy |
Daphne , AL
Director of Continuing Education
08/2016 - 05/2017

- Manages all aspects of the continuing education program
- Develop and manage domestic partnership programs
- Develop, organize and administer the sports study tours and programs for international groups
- Assists in the development of international sport education programs
- Develop and evaluate the continuing education annual plan
- Serve on the Marketing Committee
- Serve on the Academic Committee
- Contact for international programs
- Oversees continuing education staff

University of South Alabama |
Mobile, AL
Director of Basketball Operation
06/2007 - 05/2015

- Administrator for video exchange system
- Arrange, manage, and execute all aspects of team travel
- Coordinated many of the aspects associated with USA's participation in the NCAA tournament
- USA administrator for the CIT post season tournament
- Assisted with all aspects of hosting the basketball conference tournament
- Tournament Director for USA Classic
- Arranged and managed all details of the CBE Classic
- Experienced in negotiating with third party promotional and scheduling groups (ESPN, NABC, Blue Ridge Sports, Gazelle Group)
- Game Operations for Football, Basketball, Baseball, Softball
- Basketball Camp Director

University of West Alabama |
Livingston, AL

- NABC Assistant Coach Committee 2004-2007
- On the Floor Coaching

**Assistant Men's Basketball Coach/PE
Instructor & Advisor**
08/2001 - 05/2007

- Recruiting
- Admissions Contact
- Facility and Maintenance Contact
- Compliance Contact
- Academic Advising
- Team Operations
- Taught Adaptive Physical Education
- Taught Outdoor Team Sports
- Taught Indoor Team Sports
- Taught Camping
- Taught Pickle ball

Texas A&M University Kingsville | Kingsville,
TX

**Assistant Coach Men's Basketball/ PE
Instructor**
08/1999 - 07/2001

- On the Floor Coaching
- Recruiting
- Team Operations
- Contact for Academic Advising
- Contact for Compliance
- Taught Racquetball
- Taught Bowling
- Oversaw Student Teachers

University of West Alabama |
Livingston , AL

Graduate Assistant Basketball Coach
08/1997 - 07/1999

- Coaching
- Recruiting
- Taught Archery

Baldwyn High School |
Baldwyn, Mississippi
Coach and Teacher
08/1994 - 07/1997

- Taught World History
- Taught Mississippi Studies
- High School Assistant Boys Basketball Coach
- JV Head Coach Boys Basketball
- Junior High Head Boys Basketball Coach
- High School Girls Softball Coach

Presentations / Publications

Will Rising Costs and Shrinking Revenues “Sack” Small College Football by 2050, Collegiate Sport Research Institute, Columbia (Virtual)

Coker, C., & Croft, C. (Submitted January 22, 2026). The future sustainability and financial concerns of small college football. *Journal of Issues in Intercollegiate Athletics*.