

Brittani Becher

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EDUCATION

- May 2025 **Doctor of Philosophy**, The Ohio State University
Field of Study: Sport Management
Dissertation: Undergraduate Sport Management Students' Perspective on Self-Efficacy Levels for NIL Deals
Advisor: Brian Turner
- August 2022 **Master of Business Administration**, Tiffin University
Concentration: Sport Management
- May 2021 **Bachelor of Arts**, The University of Toledo
Field of Study: Mathematics
Concentration: Statistics
Minor: Sustainability
- May 2019 **STEM Honors Diploma**, Archbold High School
- May 2018 **Associate of Science**, Owens Community College
Concentration: Mathematics

ACADEMIC APPOINTMENTS AND POSITIONS

- August 2025- Present **Assistant Professor**
University of West Georgia
- Design and instruct undergraduate courses both online and in-person
 - Design and instruct graduate courses online
 - Assess and analyze student learning outcomes to enhance classes and facilitate continuous improvement
 - Conducting research and publishing papers in academic journals
 - Attend faculty and departmental meetings
- August 2022- May 2025 **Graduate Teaching Associate**
The Ohio State University
- Instructor of record for undergraduate classes
 - Design and instruct undergraduate courses both online and in-person
 - Assess and analyze student learning outcomes to enhance classes and facilitate continuous improvement
 - Supervise internships and provide mentorship to undergraduate students, fostering their professional growth and development

HONORS AND AWARDS

- 2025 **Graduate Teaching Award**, Department of Human Sciences, College of Education & Human Ecology, The Ohio State University

RESEARCH INTEREST

My research interests have evolved around Name, Image, and Likeness (NIL) rights. I am particularly interested in the psychology and behaviors of collegiate student-athletes both on and off the field, where I aim to contribute insights that advance both theoretical understanding and practical applications.

RESEARCH EXPERIENCE

Research Assistant

October 2021-March 2022

Worked with an instructor at Tiffin University to collect data and deliver results with the help of my supervisor at the Toledo Mud Hens and Walleye so the data could be used for a chapter in a textbook.

PUBLICATIONS

Peer-Reviewed Articles in Review

1. Lower-Hoppe, L. M., Czekanski, W. A., Springer, D., **Becher, B.**, Marsh, J. P., & Rathjens, R. J. (2025). Institutional barriers impeding collegiate sport club operational effectiveness. *Journal of Intercollegiate Sport*, 18(2), 116-143.

PUBLICATIONS IN PROGRESS

1. **Becher, B.** (in progress). Undergraduate Sport Management Students' Perspective on Self-Efficacy Levels for NIL Deals.
2. **Becher, B.** (in progress). Self-Efficacy Levels for NIL Deals Related to Athletic and Academic Identities.
3. **Becher, B.** (in progress). Self-Efficacy Levels for NIL Deals Related to Social Supports of Friends, Family, and Coaches.
4. **Becher, B.** (in progress). Self-Efficacy Levels for NIL Deals Related to Demographics of Undergraduate Sport Management Students.
5. **Becher, B.** (in progress). NIL: Where We Started and Where We Are Now.

PRESENTATIONS

Regional Presentations

1. **Becher, B.** (2024, December). *Undergraduate Sport Management Students' Perspective on Self-Efficacy Levels for NIL Deals*. Dissertation Topic presented at the Ohio Association for Health and Physical Education, Recreation, and Dance Conference. Sandusky, Ohio.
2. **Becher, B.** (2023, December). *The Latest Trends in NIL*. Presented at the Ohio Association for Health and Physical Education, Recreation, and Dance Conference. Sandusky, Ohio.

TEACHING ACTIVITIES

Graduate Courses Taught

University of West Georgia

SPMG 6300: Introduction to Sport Analytics

Undergraduate Courses Taught

University of West Georgia

SPMG 2600: Introduction to Sport Management

The Ohio State University

KNSISM 4509: Sport Marketing

KNSISM 4191: Internship Sport Industry

KNPE 4191: Internship Sport Coaching

KNSISM 2260: Sport in Contemporary America

Invited Presentations

The Ohio State University – KNSISM 7897: Sport Management Colloquium

Presentation Title: *NIL Trends*

The Ohio State University – KNSISM 7897: Sport Management Colloquium

Presentation Title: *Dissertation – Undergraduate Sport Management Students' Perspective on Self-Efficacy Levels for NIL Deals*

Teaching Evaluations

The Ohio State University – Graduate Teaching Associate (Instructor of Record)

2022-2025 **4.48** on a 5.0 scale (Based on 10 classes), University Average = 4.40

PROFESSIONAL MEMBERSHIPS AND SERVICE

2023-2025

Ohio Association for Health, PE, Recreation, and Dance (OAHPERD)
Member

Service to the University

2024-2025

President, *Kinesiology Graduate Student Council*, The Ohio State University

In my role, I lead the board meetings bi-weekly to plan events each semester for kinesiology students to network and educate themselves on various topics.

2023-2024

Treasurer, *Kinesiology Graduate Student Council*, The Ohio State University

In my role, I help organize campus events associated with the student organization. I am responsible for funding requirements to ensure good standing for the organization.

2022-2024

Member, *Graduate Student Ambassadors*, The Ohio State University

In my role, I attend Zoom meetings with prospective PhD students to provide insight into my own experience thus far. I also have email conversations with both master's and doctoral students who are interested in the sport management graduate program at Ohio State.

RELEVANT APPOINTMENTS AND POSITIONS

August 2021-May 2022

Substitute Teacher

Northwest Ohio ESC

- Fulfill short-term substitute assignments across all subject areas for grades K-12
- Adhere to lesson plans provided by teachers and manage the classroom by keeping students engaged and focused

October 2021-March 2022

Ticket Sales and Data Analytics Intern

Toledo Mud Hens and Walleye

- Track post-game survey results, analyze data from ticket sales, create graphs and tables to display quantitative information, and communicate the plan of action options
- Conduct a formal presentation to the Director of Ticket Sales and Director of Marketing about overall internship findings