

Katie Reifurth

833 N Sicily Dr., Chandler, AZ 85226 | kreifurt@asu.edu | 808-753-3792

EDUCATION

| | |
|--|-----------------|
| PhD in Sport & Entertainment Management | May 2019 |
| University of South Carolina, Columbia, SC | |
| MS in Kinesiology | 2013 |
| University of Texas at Austin | |
| BA in Psychology | 2012 |
| Northwestern University, Evanston, IL | |

TEACHING EXPERIENCE

| | |
|---|---------------------|
| Assistant Clinical Professor , Arizona State University | 2021-present |
| <ul style="list-style-type: none">• Applied Marketing Management & Leadership (MKT 302)• Marketing Research (MKT 352)• Essentials of Marketing – Online (MKT 390)• Essentials of Selling – Online (MKT 391)• Fan Behavior and Sports Marketing (MKT 421)<ul style="list-style-type: none">○ Partnered with the Arizona Golf Association for a consumer behavior research project for students• Sports Revenue Generation (MKT 441)<ul style="list-style-type: none">○ Partnered with the Phoenix Raceway for students to sell NASCAR inventory• Statistics for Business – Online (WPC 501)• Fundamentals of Marketing Management (MKT 501)• Marketing Management – Online (MKT 502) | |
| Instructor , Grand Canyon University, North Park University, Carthage College | 2021 |
| Assistant Professor , Aurora University | 2019-2020 |
| <ul style="list-style-type: none">• Sports in Society (PED 2210)• Coaching Principles and Techniques (PED 2300)• Sports Statistics (PED2340)<ul style="list-style-type: none">○ Consulted with my industry connections at the Chicago Bulls and STATS to create the projects and content for this new course.• Sport Management (PED 3040)• Sport Sales (PED 3810)<ul style="list-style-type: none">○ Continued to utilize my working relationship with the Chicago Bulls to improve on the final sales project for this class.• Facilities and Special Events (PED 4370) | |
| Adjunct Instructor , Northern Illinois University | 2017-2019 |
| <ul style="list-style-type: none">• Perspectives in US Sport – Online and Traditional (LESM 152)• Sport: Culture and Society (KNPE 111) | |

- Sport Facilities & Event Management (LESM 360; LESM 560)
- Sport Ticket Sales (LESM 551)
 - Built a relationship with the Chicago Bulls that allowed me to create a final project involving experience selling Chicago Bulls live inventory.

Instructor, University of South Carolina

2016-2018

- Sport & Entertainment in American Life – Online (SPTE 110-J10)
- Sport & Entertainment in Popular Culture – Online (SPTE 410-J10)
- Sales in Sport & Entertainment Business – Sponsorship Sales (SPTE 450-001)
- Sales in Sport & Entertainment Business – Ticket Sales (SPTE 450-002)
 - Instructor on record for one section (15 students) of Ticket Sales
 - Built a relationship with the Columbia Fireflies baseball team (Single A New York Mets affiliate) that allowed students to gain invaluable sales calling experience as student ticket sales representatives

RESEARCH

Peer-Reviewed Publications

- Asada, A., & Reifurth, K. R. N. (2023). Team Representation: Scale Development and Validation. *Journal of Sport Management*, 37(4), 272-289.
- Mansfield, A., Delia, E., Reifurth, K. R. N., & Katz, M. (2023). How changes in team performance impact team identity. *Sport Marketing Quarterly*, 32(4), 332-342.
- Mastromartino, B., Naraine, M., Wear, H., & Reifurth, K. R. N. (2022). Letting the dogs out: The impact of service dogs on brand image, perceived altruism, and behavioral intention. *Sport Marketing Quarterly*, 31(4).
- Slavich, M. Hungenberg, E., Williams, D., Martin, T., & Reifurth, K. R. N. (2022). Going back to the ballgame: Memories of previous baseball experiences. *Managing Sport and Leisure*, 27(4), 397-415.
- Reifurth, K. R. N., Wear, H., & Heere, B. (2020). Creating fans from scratch: A qualitative analysis of child consumer perceptions of a new sport team. *Sport Management Review*, 23(3), 428-442.
- Reifurth, K. R. N., Bernthal, M., Ballouli, K., & Collins, D. (2019). Nonlocal fandom: How geographic proximity, geographic identity, and competing teams relate to team identification. *Sport Marketing Quarterly*, 28, 195-208.
- Reifurth, K. R. N., Evans, K. M., James, J. D., & Ko, Y. J. (2019). The rivalry effect: Exploring the potential for rivalry to foster (lapsed) donor giving. *Journal of Applied Sport Management*, 11(4), 1-14.
- Reifurth, K. R. N., Bernthal, M., & Heere, B. (2018). Children's game-day experiences and effects of community groups. *Sport Business and Management: An International Journal*, 8(3), 257-275.
- Katz, M., Heere, B., & Reifurth, K. R. N. (2018). The loud crowd: Using vocal responses to understand the emotional experiences of spectators. *Journal of Applied Sport Management*, 10(2), 36-48.

PROFESSIONAL ASSOCIATIONS

Member of North American Society of Sport Management (NASSM)

Member of Sport Marketing Association (SMA)