Bloomsburg University of Pennsylvania

www.bloomu.edu/gradschool

Master of Science
Instructional Technology

Bloomsburg University is committed to equal educational and employment opportunities for all persons without regard to race, religion, gender, age, national origin, sexual orientation, disability or veteran status.
The Instructional Technology program is a nationally acclaimed, unique program for the preparation of instructional designers, eLearning and multimedia developers. The program integrates extensive experiences in all phases of instructional design including analysis, design, development, implementation, and evaluation. Applied learning and cooperative teamwork is emphasized. Students work individually and in teams to design and produce technology-based instruction founded on sound learning and instructional theories.

**The program offers:**

- Three tracks of study:
  - Master of Science in Instructional Technology — Corporate Concentration
  - Master of Science in Instructional Technology — Instructional Technology Specialist Concentration
  - eLearning Developer Certificate
- Hands-on experience with authoring, web development, graphics, eLearning and project management tools.
- 90% job placement rates
- Competitive graduate assistantships

The Master of Science Instructional Technology program prepares students for careers in the training and development sector of business, industry, nonprofit institutions and government. The program concentrates on the application of interactive multimedia and online technologies education and training environment. Emphasis directed towards: instructional design, multimedia development, and implementation and evaluation of multimedia courseware. Masters’ candidates have the opportunity to experience a variety of state-of-the-art interactive technology configurations using an instructional systems approach.

The Instructional Technology Specialist (ITS) program is designed to position graduates to become instructional technology specialist in private, public, and higher education institutions. This program is offered at the Bloomsburg campus online and at the Dixon University Center in Harrisburg.

Upon completion of the program, graduates will be prepared to:

- Make sound methodologies and strategies for applying instructional technologies to meet an institution’s education goals;
- Recommend hardware and software solutions to their organizations;
- Promote integration of technology into all phases of education; and
- Provide technology-related support and professional development.

Further program information and applications are available online at [www.bloomu.edu/gradschool](http://www.bloomu.edu/gradschool).

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Program web site: [http://iit.bloomu.edu](http://iit.bloomu.edu)