

EDUCATIONAL AND INSTRUCTIONAL TECHNOLOGY

Master of Arts, Graduate Certificate

wmich.edu/leadership/academics/edinfotech



ABOUT THE PROGRAM

Offered primarily or entirely online, this program provides graduates with leadership skills to integrate technology into teaching and learning activities in K-12 and higher education, corporate and nonprofit settings. Graduates are prepared for roles as technology coordinators, instructional designers, corporate trainers, technology integration specialists, and learning and development managers.



The most notable part of my experience is the relevance of the content and how much it translates into immediate benefits for what I do as a teacher in a rapidly changing environment.

■ Connie Halvorsen, alumna



This is an **entirely online program, though hybrid and face-to-face courses are available.** As a WMU online student you are part of a community of professionals and learners from across the country.



Students interested in pursuing a doctoral degree have the option of applying to the **education and human development doctoral program with an emphasis in EIT.**

269-387-3896 | cehd-outreach@wmich.edu | wmich.edu/grad/apply

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WESTERN MICHIGAN UNIVERSITY
College of Education
and Human Development

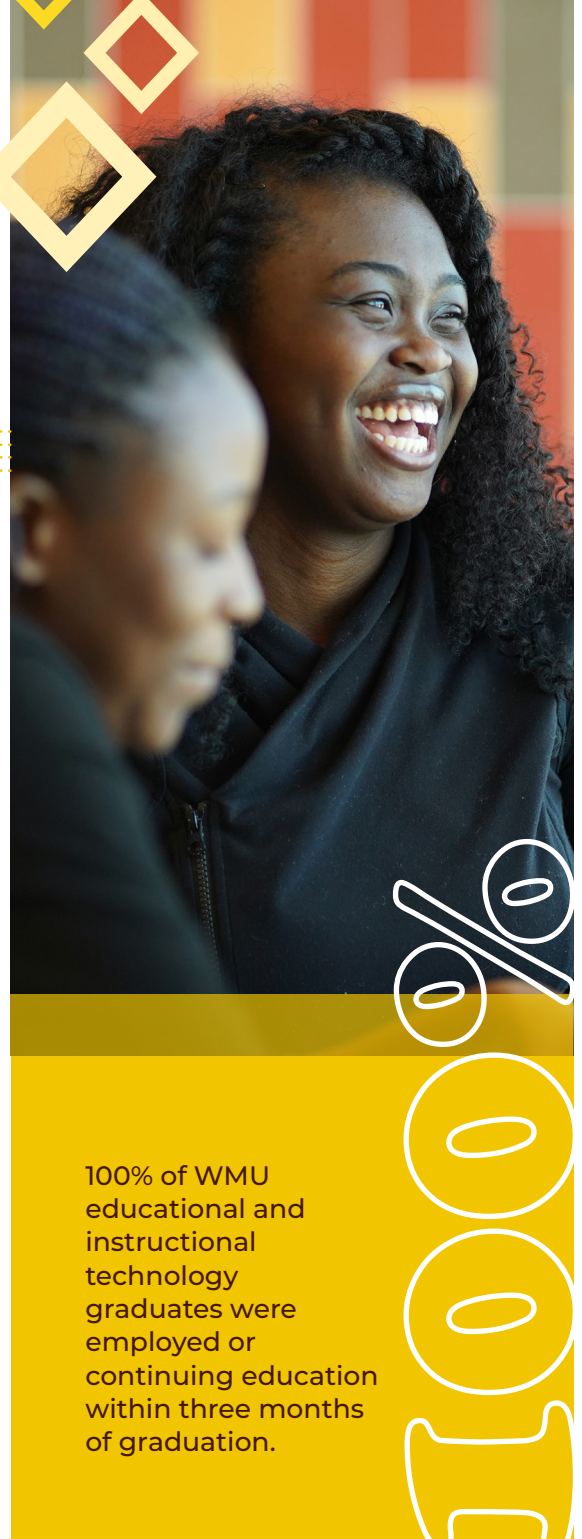
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WHY EIT AT WMU?

- **Flexibility:** All EIT courses are offered in an online format. Some electives are available on campus in classrooms. You can work with your advisor to design a program that is entirely online or that incorporates some classroom offerings.
- **Customization:** You have the opportunity to choose courses that best fit your interests and professional needs. You have the opportunity to choose the Minor Core and Elective courses from within the EIT program or from other excellent WMU programs such as Organizational Change and Leadership.
- **Practical and Applied:** Courses are largely project-based and give you opportunities to customize your assignments so you can focus them on your current or future professional challenges and interests.
- **Expertise:** Faculty and instructors have many years of professional and educational experience in the field of educational and instructional technology. They keep current on the latest trends while remaining grounded in the leading theories that serve as the foundation for the field.



100% of WMU educational and instructional technology graduates were employed or continuing education within three months of graduation.



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U.S. News and World Report ranked WMU **No. 2 in the state of Michigan** and **No. 52 overall for online master's in education programs** of all colleges and universities reviewed.

