

# M.S. in Instructional Design and Technology



THE UNIVERSITY  
OF TAMPA

## M.S. in Instructional Design and Technology concentrations:

Distance Learning and Curriculum Design

Human Performance Technology

Project Management and Program Evaluation

UTampa's graduate program in instructional design and technology is dedicated to developing engaged, proactive professionals who are prepared to create effective learning applications suited to education in the 21st century. Students benefit from the program's focus on small classes and close interactions with faculty, who possess extensive professional experience and hold doctorate degrees in education. Beyond the valuable mentorship of their faculty advisors, students enjoy a supportive peer network as they move through the program with a team of colleagues.

## A Cutting-Edge Degree in a Lucrative Field

The **M.S. in Instructional Design and Technology** (IDT) program addresses a growing field in learning and human performance that draws students from multiple disciplines and backgrounds. This innovative degree builds expertise in topics including:

- Technology in education
- Theories of learning and cognition
- Multimedia design and development
- Systematic instructional design
- Open learning environments
- Distance learning and e-learning

Students are trained to become experts in the design, development, implementation and evaluation of instructional resources to improve learning and performance. Graduates are well prepared to practice their unique, multidisciplinary profession in a variety of settings, including industry, government, higher education and K–12 schools, or to pursue doctoral studies.

Students come from a diverse array of backgrounds, including **education, health care, psychology, graphic design, communications, business and management**, among other areas of specialization, but share a common interest in the integration of technology and education. The degree also appeals to content experts in fields such as nursing, medicine, engineering or military operations who seek to develop effective training and testing materials. The program additionally provides a new direction for current K–12 teachers looking to diversify their skills and job opportunities.

Highly accessible to working adults, the program offers **flexible evening, hybrid and online courses**. Classes are small and students benefit from one-on-one faculty attention. Depending on their interests, students also have the option of taking related courses in UTampa's Sykes College of Business.

## Program Benefits

- Cutting-edge, multidisciplinary curriculum
- Starting salaries as high as \$140,000
- Exponential job growth predicted in this innovative field
- Graduates are prepared for highly skilled careers across multiple industries
- Professional networking and growth provided through classroom interactions
- Mentorship and career support from expert faculty members
- Accelerated 4+1 option available
- Fully online and hybrid delivery mode
- Opportunities for specialization in students' individual areas of interest

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## INSTRUCTIONAL DESIGN AND TECHNOLOGY FACULTY

### highlights



**Suzanne Ensmann, Ed.D.**  
associate professor

Suzanne Ensmann's academic interests include creating meaningful and effective instructional design based upon pedagogically sound learning theories. Her research has found that game-based learning often evokes empathy from learners to the point that these learners become advocates for improvement. She teaches a variety of courses in the IDT program.



**Minkyung Kim, Ph.D.**  
assistant professor

Minkyung Kim's academic interests focus on instructional design theories that emphasize learner-centered approaches and technology-enhanced learning environments. Recently, she has delved into integrating emerging technologies, such as virtual reality, virtual simulations and AI, into education to explore their potential for enhancing learning experiences.

## Curriculum and Practical Experience

The IDT curriculum couples hands-on, technology-based coursework with theories of education, learning and human performance. Students learn to develop effective, cross-media curricula for diverse audiences. **Sample courses include:**

- Trends and Issues in Instructional Design and Technology
- Theories of Learning and Cognition
- Open Learning Environments in the 21st Century
- Principles of Learner Motivation
- Design of Online Collaborative Learning
- Introduction to Distance Learning
- Multimedia Design and Development
- Management of Instructional Development
- Performance Systems Analysis
- Inquiry and Measurement

Numerous electives allow IDT students to tailor the degree to their individual interests and career goals. Three areas of concentration are offered:

The **Distance Learning and Curriculum Design** concentration is intended for students who plan to work in instructional and curriculum design, online learning, employee training and development and similar fields.

The **Human Performance Technology** concentration appeals to students working in human resources, information system management, performance evaluation and systems analysis in a variety of industries, including business and health care.

The **Project Management and Program Evaluation** concentration is designed for students interested in project and implementation management, learning assessment, research and evaluation, outcome analysis and related areas.



### Integration of Technology

Technology has become an integral part of instruction and learning. Instructional designers understand and leverage technologies as both product (e.g., web-based courses) and process (e.g., formative approaches to learner assessment).

### Real-World Engagement

Students are required to complete a field internship, providing them with direct work experience in instructional design and technology and valuable professional connections. Recent internship projects have included:

- Working with the instructional design team at a Florida community college
- Designing a Massive Open Online Course (MOOC) in medical education for USF Health
- Developing and designing self-paced customer-training courses for an IT company
- Working with faculty at Bath Spa University (U.K.) to design and develop online courses in various content areas
- Evaluating a school district's technology integration
- Working with the educational technology department at The University of Tampa

# What Can You Do With This Degree?

Career preparation is an important part of UTampa's program of study. Along with completing a field internship, students must compile a professional portfolio demonstrating their work and skills — an important tool when talking with potential employers.

The M.S. in Instructional Design and Technology can be applied to a wide variety of jobs and industries. Instructional designers often work in team-based, collaborative environments, or can choose to work on a freelance basis or open their own firm.

The Bureau of Labor Statistics estimates a median annual salary of \$61,550 for instructional coordinators, \$57,340 for training and development specialists and \$101,930 for training and development managers. The field is expected to grow by approximately 15% over the next decade — faster than the average for other occupations.

Typical job duties include developing instructional materials and curricula; overseeing the creation of online learning modules; incorporating technology into specialized fields for educators; assessing training needs; monitoring and evaluating programs; conducting courses; and teaching training methods to instructors.

## Common job titles in this field include:

- Educational technologist
- Instructional design manager
- E-learning course developer
- Instructional technologist
- Online curriculum designer
- Instructional developer
- Learning and development specialist
- Instructional systems specialist
- Training coordinator
- E-learning project manager

**Nikisha Watson '14**  
**Learning and development manager**  
**ConnectWise**  
**Tampa, FL**

"The UT faculty played a huge role in preparing me for the real world," said Nikisha. "I know I secured my current position because of my professional portfolio, which I was required to complete as my master's thesis."

"My professors' mentorship and expertise gave me insights on what skill areas are highly desired and what professional organizations I should join. I've found that my knowledge surpasses the expectations of many in the field because of the way I was taught to stay ahead of emerging trends."



## alumni profiles

**Brittany Bing '19**  
 Instructional designer,  
 City University of Seattle, WA

**Brittany Crawley '18**  
 Instructional systems specialist,  
 Army University, Leavenworth, KS

**Katarine Klein '18**  
 Instructional designer,  
 Charter Communications, Charlotte, NC

**Gül Sahin '17**  
 Instructional designer,  
 Citi Bank, Tampa, FL

**Janet Lee '16**  
 Instructional designer,  
 Hillsborough Community College,  
 Tampa, FL

**Olubukola Olanrewaju '16**  
 Solution specialist,  
 Deloitte, Orlando, FL

**Rachel Doss '15**  
 Associate director of e-learning and  
 learning enterprises,  
 Ocean County College, Toms River, NJ

**Jennifer McIntosh '14**  
 Senior consultant,  
 Booz Allen Hamilton, San Diego, CA

**\$64,340–\$116,140**

median annual salaries for  
 IDT-related professions

**12% job growth**

projected during the next decade

*Bureau of Labor Statistics*

# M.S. in Instructional Design and Technology

## student profile

**Scarlett Lopez**

**M.S. in Instructional Design and Technology candidate**

**Hometown: Caracas, Venezuela**

After earning her bachelor's degree in international business and marketing from UTampa, Scarlett went to work in the telecommunication industry as a client support manager for CenturyLink before returning to campus to pursue an M.S. in Instructional Design and Technology.

"This program gives me the opportunity to use my marketing and technology background, since IDT is about creating learning experiences through technology that align with a target audience's needs," she said. "Students are given many tools to use in their professional career, whether that's instructional design or another field entirely. The faculty and the flexibility of the program are a big plus!"

## Admission Requirements

- Completed application ([ut.edu/apply](https://ut.edu/apply))
- Application fee of \$40
- Official transcripts for all previous college work, received directly from each institution
- Two reference forms
- Résumé
- Personal statement addressing applicant's reason for seeking an advanced degree
- TOEFL or IELTS score for applicants whose primary language is not English
- Interview (optional)

## Guaranteed Admission for UTampa Graduates

Students and alumni who have earned a bachelor's or master's degree from UT with a minimum 3.0 GPA are guaranteed admission to the IDT program. The application fee, reference forms, résumé, personal statement and TOEFL requirements are waived. Learn more at [utampa.edu/UT2UT](https://utampa.edu/UT2UT).

## Financial Aid

A variety of financial aid is available for UTampa graduate students, including loans, grants, scholarships and more. For a full list of options, visit [utampa.edu/graduatefinancialaid](https://utampa.edu/graduatefinancialaid).

Students who intend to teach full time in high-need subject areas for at least four years at schools that serve low-income families may be eligible for the TEACH Grant. Learn more at [studentaid.ed.gov/types/grants-scholarships/teach](https://studentaid.ed.gov/types/grants-scholarships/teach).

Gates Millennium Scholars may apply for graduate student funding for the M.S. in Instructional Design and Technology program. To apply, visit [gmshp.org](https://gmshp.org).

Tuition benefits are also available for military veterans, UTampa employees and family members of University faculty and staff.

To speak with a financial aid counselor, email [finaid@ut.edu](mailto:finaid@ut.edu) or call (813) 253-6219. UT's Financial Aid Office is located in Plant Hall room 427.



## About UT

The University of Tampa is a medium-sized, private university offering more than 200 undergraduate and graduate programs of study. Richly diverse, UTampa is the school of choice for approximately 11,000 students from all 50 states and most of the world's countries.

Visit [utampa.edu/IDT](https://utampa.edu/IDT) to learn more about UTampa's M.S. in Instructional Design and Technology program.

