Educational Technology (ETEC)

Derrick Mears
Program Coordinator
101 Peabody Hall
479-575-5439
Email: dmears@uark.edu

Education Technology Website (http://etec.uark.edu)

Degrees Conferred:
M.Ed. in Education Technology (ETEC)

Graduate Certificates Offered (non-degree):
K-12 Online Teaching (http://catalog.uark.edu/graduatecatalog/ programsofstudy/k-12-online-teaching-etc) (ETEC)

Program Description: The Educational Technology Program is a
34-hour non-thesis on-line master’s program that prepares students
for professional positions as educational technologists of education,
business, government, and the health professions. It also offers a
15-hour certificate program that prepares K-12 teachers to plan, create, provide,
and assess effective instruction within online K-12 environments.

Primary Areas of Faculty Research: Curricular integration of
technology, distance learning, instructional design, policies and best
practices in online learning, vulnerable populations, virtual schools, cyber
schools, immersive learning environments.

M.Ed. in Education Technology
Prerequisites to Degree Programs: Applicants for the M.Ed. degree
must have completed a bachelor’s degree and earned a 3.00 GPA on the
last 60 hours of undergraduate course. Applicants with an earned GPA
of 2.7-2.9 on the last 60 hours of undergraduate course work may be
considered if an acceptable score on the Graduate Record Examinations
or Miller Analogies Test is obtained.

Requirements for the Master of Education Degree: In addition
to the general requirements of the Graduate School, students must
complete a minimum of 34 hours of graduate course work to include 22
semester hours of core educational technology courses, nine semester
hours of elective educational technology courses, and three semester
hours of research. Additionally, a Culminating Student Portfolio must
be successfully completed in the last semester of course work in the
EPortfolio Production course and will replace the Graduate School
requirement of a comprehensive examination.

Degree Requirements: (34 hours)

1. Educational Technology Core: 22 hours
2. Education Technology Electives: 9 hours
3. College of Education and Health Professions research course: 3
   hours
4. Culminating Student Portfolio: Completed during the last semester of
course work.

Required ETEC Courses
ETEC 5203 Foundations of Educational Technology 3
ETEC 5213 Educational Media 3

ETEC 5243 Instructional Design Theory & Models 3
ETEC 5313 Principles in Visual Literacy 3
ETEC 5373 Web Design 3
ETEC 6223 Strategic Planning and IDT Programs 3
ETEC 6253 Distance Learning 3
ETEC 5981 EPortfolio Production 1

Elective ETEC Courses
Select three of the following: 9

ETEC 5253 Information Technologies
ETEC 5263 Grant Writing in Instructional Technology
ETEC 5303 Learning with Computers in K-12 Classrooms
ETEC 6243 Advanced Instructional Design
ETEC 6393 Issues and Trends in Instructional Design and Technology

Required Research Course
Select one of the following: 3

ESRM 5013 Research Methods in Education
AGED 5473 Interpreting Social Data in Agriculture
HHPR 5353 Research in Health, Human Performance and Recreation

Culminating EPortfolio
A Culminating Electronic Student Portfolio must be successfully
completed in the last semester of course work in the EPortfolio
Production course.

Total Hours 34

Students should also be aware of Graduate School requirements with
regard to master’s degrees (http://catalog.uark.edu/graduatecatalog/
degreerequirements/#mastersdegreestext).

Courses
ETEC 5203. Foundations of Educational Technology. 3 Hours.
Provides learners with a comprehensive survey of the major trends, issues, people,
processes, and products that have significantly affected the evolution of the field of
educational technology.

ETEC 5213. Educational Media. 3 Hours.
Instruction in selecting, utilizing and evaluating instructional materials and
equipment. Prerequisite: Graduate standing.

ETEC 5243. Instructional Design Theory & Models. 3 Hours.
A study of the instructional development process as it pertains to the design
and production of instructional materials which use modern technologies. Goal
analysis, objectives, evaluation, instructional strategy development, production of
an educational product, and revision of the instructional materials are considered.
Prerequisite: Graduate standing.

ETEC 5253. Information Technologies. 3 Hours.
Students perform intensive examinations of the role of new technologies and their
implications for instructional practice. Emphasis is on identification and evaluation
of new technologies in instructional environments. Establishing and maintaining
learning environments, exploring selected theories and concepts, assessing
potential uses of IT, and utilization of new technologies will occur.

ETEC 5263. Grant Writing in Instructional Technology. 3 Hours.
Students will have an opportunity to find grant funding sources, write a grant, and
submit an actual grant proposal to an agency for consideration. Will survey research
in instructional media over the past 60 years and learn specific criteria for reading
and evaluating research reports and articles. Will investigate current issues and
topics related to research and grant writing in instructional media.
ETEC 5273. Advanced Design of Educational Media. 3 Hours.
Instruction in the planning and local production of instructional materials.
Prerequisite: ETEC 5213.

ETEC 5283. Field Experiences in Educational Technology. 3 Hours.
Field experience in educational technology settings. Prerequisite: Graduate standing
and 6 hours of graduate work in educational technology.

ETEC 5303. Learning with Computers in K-12 Classrooms. 3 Hours.
Students learn how technology can be used to support K-12 classroom
environments. Various learning theories and technologies will be explored and
projects will be developed that utilize technologies and current learning theories
in K-12 settings. Emphasis is on identification, evaluation, and the effective use of
technologies to support classroom environments. Prerequisite: Graduate standing.

ETEC 5313. Principles in Visual Literacy. 3 Hours.
Students gain understanding of visual literacy research and learn to create graphics
that support learning. Literature in the area of visual literacy and learning theories as
well as tools that facilitate effective visual literacy will be used to create visuals that
are clear, communicate well, and help enhance learner performance.

ETEC 5373. Web Design. 3 Hours.
Students design, create, and analyze Web sites by applying processes, standards
and techniques used to identify target audience; ensure compliance with copyright
and disability laws, measure effectiveness, and coordinate Web design. Topics
include copyright and fair use, user and task analysis, usability, accessibility,
testing, search engine optimization, and web analytics. Prerequisite: ETEC 5213 or
equivalent experience. May be repeated for up to 3 hours of degree credit.

ETEC 5743. Internship. 3 Hours.
A supervised field placement in educational technology that provides experience
consistent with the student’s professional goals and training emphasis. Internship
experiences are planning and directed under the guidance of a faculty member. On-
campus and on-site supervision is required. Prerequisite: Graduate standing. May be
repeated for up to 6 hours of degree credit.

ETEC 5981. Eportfolio Production. 1 Hour.
This is a capstone course that is typically taken in the last semester of coursework
and designed to: 1) review key constructs presented within the Educational
Technology curriculum; 2) provide ETEC students the opportunity for reflection
relative to his/her learning of the key concepts; and 3) utilize technology to assemble
student-created artifacts that demonstrate mastery of the key concepts.

ETEC 600V. Master’s Thesis. 1-6 Hour.
Master’s Thesis. May be repeated for degree credit.

ETEC 6053. Special Problems in Educational Technology. 3 Hours.
Individually designed and conducted studies of educational technology under the
guidance of a faculty member. Negotiated learning contract with supervising faculty
required before enrollment. On-campus supervision required. Prerequisite: Graduate
standing. May be repeated for up to 6 hours of degree credit.

ETEC 6223. Strategic Planning and IDT Programs. 3 Hours.
The course offers readings and experiences intended to develop strategic planning
knowledge, values, attitudes, and skills in future instructional design and technology
leaders. Topics covered include strategic planning and leadership.

ETEC 6243. Advanced Instructional Design. 3 Hours.
This course explores advanced topics in instructional design to facilitate
understanding of grounded models, advanced theories, and research. This
course focuses on: 1) design and development of contextualized technology-
supported learning environments; 2) analysis and application of advanced theoretical
foundations of design; and 3) examination and critique of instructional design
research. Prerequisite: ETEC 5243 or equivalent.

ETEC 6253. Distance Learning. 3 Hours.
An intensive examination of the role of telecommunications and distance education
technologies and their implications for educational practices. Emphasis is on
techniques of development, utilization and evaluation of telecommunication and
distance education technologies in classroom environments.

ETEC 6393. Issues and Trends in Instructional Design and Technology. 3
Hours.
Critical challenges posed as a result of the increasing infusion of technology into the
school and training environments are explored. The course prepares students to
make and defend policy decisions and become conversant with current trends and
issues in the field.