

[Campus Review] Master of Science in Data-Driven Marketing & AI Application (MSDM-AA)-SSGDP

Please review the attached proposal for a Master of Science in Data-Driven Marketing & AI Application (MSDM-AA) self-supporting graduate professional degree program. The proposal documents are [here](#).

Please provide your response via IMS or senate@ucr.edu (cc cherysac@ucr.edu) by **January 14, 2026**. Thank you.