



Academic Senate

GRADUATE COUNCIL

April 21, 2026

To: Kenneth Barish, Chair
Riverside Division

From: Viji Santhakumar, Chair
Graduate Council

RE: [Campus Review] Proposal: 2nd Round -Master of Data-Driven Marketing with AI Application (MDM-AA)-formerly M.S. in Data-Driven Marketing & AI Application (MSDM-AA) - SSGPDP

Graduate Council reviewed the 2nd Round proposal for a Master of Data-Driven Marketing with AI Application (MDM-AA) (formerly M.S. in Data-Driven Marketing & AI Application) at their April 16, 2026 meeting. It is still unclear to the Council how faculty time will be compensated for the capstone. The Council understands that the school has several existing graduate programs that have been approved as STEM-designated MS degrees, but the STEM designation needs to be justified based on academic criteria. The Council is supportive of the proponents changing the degree objective; however, the name appears non-standard. It is recommended that the program adopt a standard degree like a master's in marketing with concentrations/specializations in data-driven marketing and AI applications.