



Academic Senate

GRADUATE COUNCIL

December 16, 2025

To: Kenneth Barish, Chair
Riverside Division

From: Viji Santhakumar, Chair
Graduate Council

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

Graduate Council reviewed and discussed the proposal for a new self-supporting MS in Data-Driven Marketing and AI Application at their December 11, 2025 meeting. The Council noted that the participating faculty listed in the proposal are not from STEM fields and do not have expertise in AI -- who will be teaching the program's courses? Additionally, none of the required core courses involve AI and the program does not contain a fundamental AI course. The AI and STEM rigor is non-existent. The Council would like to know what makes this degree a Master of Science -- a one quarter capstone project seems to dilute what an MS is. Regarding the budget, there is a list of full-time faculty and a list of existing courses with a budget that includes the cost and revenue the program will generate. It appears the program will not cost anything because the school plans to use existing faculty. The Council would like more details on the cost of instruction. The figure of \$315,000 was presented in the proposal which should be broken down with what the program projects to lose in year 1, year 2, year 3, etc. The financial projection as presented is inadequate.