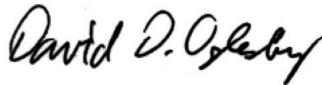


PLANNING AND BUDGET

January 9, 2026

To: Kenneth Barish, Chair
Riverside Division

From: David Oglesby, Chair
Committee on Planning and Budget



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

The Committee on Planning and Budget (CPB) reviewed the proposal for a Master of Science in Data-Driven Marketing & AI Application (MSDM-AA) self-supporting graduate professional degree program. CPB has the following comments:

1. "AI" in the Title vs. Curriculum:

- Concern was raised that the core courses didn't appear heavily AI-driven, with AI content seemingly concentrated in elective courses.
- The previous concern led to a worry about the name being slightly misleading ("bait and switch") if students default to a non-AI path; though it was noted the name is good for marketing.
- A suggestion was made to require more explicit detail on how AI will be integrated into the bulk of the curriculum.

2. Program Justification (Standalone vs. Track):

- A major question was why a completely new MS degree is necessary instead of simply creating a specialized track within the existing marketing degree.
- CPB members agreed the proposers need to provide a clear, explicit justification for a standalone degree.

3. Potential Cannibalization:

- There is a concern that the new program might cannibalize students from the existing state-supported majors (e.g., the traditional marketing major).

- The proposal alludes to a distinct, younger market but does not explicitly address the risk of cannibalization.

4. Fiscal Impact on Other Departments:

- The proposal mentions students taking classes in other departments (state-supported classes). This raises questions about reimbursement/credit sharing agreements and the potential for hidden costs (e.g., forcing other departments to open new sections).
- It was noted that letters of agreement from relevant department chairs might be needed to ensure capacity.

5. "Soft Landing" for PhD Students:

- The program is presented as a "soft landing" option for PhD students who do not finish their doctoral program.
- The document lacks an explanation of the financial logistics for these students—specifically, how they would be charged (e.g., a la carte for remaining courses versus paying the full program freight).