



Committee on Information Technology

May 27, 2026

To: Kenneth Barish, Chair
Riverside Division

From: John Franchak, Chair
Committee on Information Technology

Re: 2nd Round -Master of Data-Driven Marketing with AI Application (MDM-AA)-formerly M.S. in Data-Driven Marketing & AI Application (MSDM-AA) - SSGPDP

Although the proposal states "In terms of computing resources, most student-owned laptops should be equipped to handle any programming or data storage needs. Additionally, most required software (e.g., SAS, Python) can be accessed through a free UCR site license, and other programs (e.g., R) can be found via open-source software.", the IT Committee requests a more thorough plan for technological resources. Computing resources for artificial intelligence are non-trivial and continue to change. Since this proposed MA program purports to focus on artificial intelligence (AI) in marketing, the proposal should enumerate specific needs for instruction/student projects that leverage AI and identify how those resources will be met (student-borne licenses, reliance on existing UCR AI licenses, purchasing of additional tokens, etc.). We encourage the proposers to consult with campus IT about the adequacy of infrastructure and report a plan for meeting the needs of the new program.