

June 21, 2026

**TO:** Ken Barish, Chair  
Riverside Division of the Academic Senate

**FROM:** Evangelos (Vagelis) Christidis, Chair   
BCOE Executive Committee

**RE:** Proposed Master of Data-Driven Marketing with AI Application

The BCOE Executive Committee discussed this proposal. The committee noted a lack of foundational AI-related material in the included courses, to justify the word “AI” in the title. The committee encourages the Business School to either develop more foundational AI courses or use AI courses from other colleges, such as *CS 205: Artificial Intelligence*.

