



May 14, 2026

TO: Kenneth N. Barish, Chair, Academic Senate, UCR Division

FROM: Harry Tom, Chair, Faculty Executive Committee, College of Natural and Agricultural Sciences

SUBJECT: [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

Prof. Barish,

The CNAS Faculty Executive Committee has reviewed the 2nd round proposal for the Master of Data-Driven Marketing with AI Application (MDM-AA) at the April 28th meeting and has comments to provide.

The committee reiterates its position that this program does not seem to meet the classification of a Masters of Science degree, as directed research is not being conducted.

The committee, after reviewing the response to the budget concern, would also like to request additional review and revision for accuracy in reporting. The section on page 9 of the document, paragraph 3, reports total percentages of effort were research (60%), teaching (40%), and service (10%), which totals to 110%.

Additionally, on page 9, paragraphs 3-4, based on the effort reported, the calculated amount of the expected portion of salary for Teaching doesn't equal the reported \$315,000 figure (*see below for reference*)

Reported:

Approximate Salary (Excluding additional benefits): \$240,000

Portion of Salary related to teaching (40%; excluding additional benefits) = \$96,000

Portion of Salary related to teaching / 4 courses per year = \$24,000

Fully loaded instructional cost per course (teaching salary + benefits totalling \$11,000): \$35,000

Institutional Cost Estimate: 9 Courses x \$35,000 = **\$315,000**

Actual Expected (Based on Mathematics):

Approximate Salary Reported (Excluding additional benefits): \$240,000
Benefits portion (based on \$11,000/course x 4 courses): \$44,000
Total Approximate Salary + Benefits: \$284,000

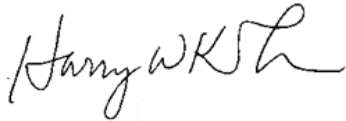
Portion of Salary + Benefits related to teaching portion (40%) = \$113,600
Portion of Salary related to teaching / 4 courses per year = \$28,400 per course

Institutional Cost Estimate for Year 1: 9 Courses x \$28,400 = **\$255,600**

Approximate Actual Cost of \$255,600 does not equal the Reported Approximate cost of \$315,000.

Based on this information and knowing that these numbers are still inaccurate due to the breakdown of effort percentage reported (110%), we request additional review of the expected budget.

Sincerely,

A handwritten signature in cursive script that reads "Harry Tom".

Harry Tom, Ph.D
Chair, Faculty Executive Committee, College of Natural and Agricultural Sciences