



PLANNING AND BUDGET

April 16, 2026

To: Kenneth Barish, Chair
Riverside Division

From: David Oglesby, Chair
Committee on Planning and Budget

A handwritten signature in black ink that reads "David D. Oglesby".

Re: [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

The Committee on Planning and Budget (CPB) reviewed the revised proposal for a Master in Data-Driven Marketing with AI Application (MDM-AA) self-supporting graduate professional degree program. The revised proposal has addressed the majority of CPB's concerns. CPB has the following comments on this revised proposal:

- Thank you for clarifying that the proposed program would be the only Marketing graduate degree in the Business school. This ameliorates concerns about cannibalization, and explains why there is no Marketing graduate degree with an AI track.
- The proposal might be strengthened by first making the argument for UCR's first Marketing degree, and then why the AI Application is necessary.
- So just to clarify, if the transferring student from the PhD program has already taken a year's worth of classes that count toward MDM-AA, that student would be able to graduate that much earlier, and pay that much less in fees?