




College of Humanities, Arts, and
Social Sciences
EXECUTIVE COMMITTEE

May 27, 2026

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

FROM: Rachel Wu, Chair 
CHASS Executive Committee

RE: 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 CHASS Executive Committee reviewed the 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 notes that it is not clear how their revision addresses Grad Council and Planning & Budget’s previous concerns.