

05/28/2026

**To:** Kenneth Barish, Chair of the Assembly of the Academic Senate  
and Cherysa Cortez, Executive Director of the UCR Academic Senate

**From:** Kinnari Atit, Ph.D., Faculty Chair of the School of Education Executive Committee

**Subject:** SOE FEC's Comments on the Revised Proposal and Responses to Senate Committee Comments on the Proposed M.S. in Data-Driven Marketing & AI Application (MSDM-AA)

The SOE FEC reviewed the proposed Master of Data-Driven Marketing with AI Application and generally recognizes the importance of preparing students to engage thoughtfully and effectively with emerging AI technologies that are increasingly shaping professional fields and higher education. At the same time, committee members expressed concern that the proposal does not appear to include sustained or substantial engagement with the ethical, social, environmental, labor, and societal implications associated with AI technologies. Given that AI is positioned as a central component of the degree, the FEC recommends that the program include a standalone required course, or equivalent substantial curricular component, focused specifically on critical perspectives regarding AI, including issues such as ethics, bias, misinformation, labor impacts, environmental costs, privacy, and broader societal consequences. The committee believes that students in an AI-centered degree program should be provided opportunities to critically examine both the applications and the potential harms of these technologies as part of a comprehensive graduate education.

Thank you for the opportunity to provide feedback.

Sincerely,



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