



May 27, 2026

TO: Ken Barish, PhD, Chair, Academic Senate, UCR Division

FROM: Adam Godzik, Ph.D., Chair, Faculty Executive Committee, UCR School of Medicine

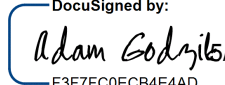
SUBJECT: **[Campus Review] Proposal: 2nd Round -Master of Data-Driven Marketing with AI Application (MDM-AA)-formerly M.S. in Data-Driven Marketing & AI Application (MSDM-AA) - SSGPDP**

Dear Ken,

The SOM Faculty Executive Committee has reviewed the proposal for 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 accepts the proposal.

Yours sincerely,

DocuSigned by:  
 Adam Godzik  
5/27/2026 | 9:30 AM PDT  
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Adam Godzik, Ph.D.  
Chair, Faculty Executive Committee School of Medicine