

TO: Ken Barish, Chair  
Riverside Division

FR: Kurt Schwabe, Chair   
Executive Committee, School of Public Policy

RE: **Proposed M.S. in Data-Driven Marketing & AI Application (MSDM-AA)**

Date: May 29, 2026

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The Executive Committee of the School of Public Policy has reviewed the ***Proposed M.S. in Data-Driven Marketing & AI Application (MSDM-AA)***. Our committee is very supportive of the program's intent. What we're unsure of – and perhaps it's simply how the details are written presently – is the degree of substantive and systematic AI-integration into the learning outcomes. We feel that a bit more clarity on how AI appears in the core courses (e.g., via assignments or tools student will use, or how AI-related learned outcomes will be assessed) will draw a more significant and necessary distinction between standard marketing courses and what we feel the program's intent is in differentiating itself from the standard program. For example, none of the core courses seem to explicitly teach AI. Our perception here is based on looking at the core courses including MGT 209 - Marketing Management, MGT 228 - Consumer Behavior, MGT 233 - Marketing Research, and MGT 257 - Marketing Strategy, among others. These courses all seem to be standard marketing courses. Will course descriptions, titles, and content for each of these courses be adjusted to explicitly include AI, or do these courses only use AI as a part of teaching? As written, the proposal seems to be a bit light on clearly showing that all students in the program will receive foundation AI training through the required curriculum.

Again, though, we are very supportive of the program's intent.