



OFFICE OF THE CHANCELLOR

April 16, 2014

Dr. Wallace Loh  
President  
University of Maryland, College Park  
1101 Main Administration Bldg.  
College Park, MD 21201

Dear Wallace:

This is to officially inform you that the Board of Regents, meeting in public session on Friday, April 11, 2014, at the University of Maryland, Baltimore County, approved for the University of Maryland, College Park the proposal to offer the Master of Science in Marketing Analytics.

The Committee on Education Policy and Student Life, meeting in public session on March 11, 2014, recommended approval.

Sincerely yours,

A handwritten signature in black ink, appearing to read "W. Kirwan".

William E. Kirwan  
Chancellor

WEK/weo

cc: Joann Boughman  
Teri Hollander  
Zakiya Lee  
Janice Doyle

1807  
University of Maryland,  
Baltimore

1856  
University of Maryland,  
College Park

1865  
Bowie State University

1866  
Towson University

1886  
University of Maryland  
Eastern Shore

1898  
Frostburg State University

1900  
Coppin State University

1925  
Salisbury University

1925  
University of Baltimore

1925  
University of Maryland  
Center for Environmental  
Science

1947  
University of Maryland  
University College

1966  
University of Maryland,  
Baltimore County