



UNIVERSITY OF  
MARYLAND

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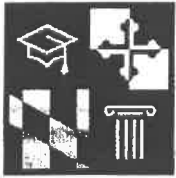
ROBERT H. SMITH  
SCHOOL OF BUSINESS

To Whom it May Concern,

Per the attached letter from the Maryland Higher Education Commission, the Classification of Instructional Program (CIP) code associated with the Master of Science in Marketing Analytics program at the University of Maryland's Robert H. Smith School of Business was changed to 52.1302 in Fall 2016.

Sincerely,

Amy Swann  
Director of Business Master's Programs  
Masters Programs Office



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September 29, 2016

Dr. Mary Ann Rankin  
Provost and Senior Vice President  
for Academic Affairs  
University of Maryland College Park  
1119 Main Administration Bldg.  
College Park, MD 20742-5031

Dear Dr. Rankin:

The Maryland Higher Education Commission has received a request from the University of Maryland College Park to change the Classification of Instructional Program (CIP) code for the existing Master of Science (M.S.) in Marketing Analytics. The HEGIS code will not change. I am pleased to inform you that this request has been approved. This decision is based on an analysis of the program proposal in conjunction with the law and regulations governing academic program approval, in particular Code of Maryland Regulations (COMAR) 13B.02.03.

For the purposes of providing enrollment and degree data to the Commission, please use the following HEGIS and CIP codes:

Program Title	Award Level	HEGIS code	Current CIP	New CIP
Marketing Analytics	M.S.	0509-01	52.1499	52.1302

Should the University of Maryland College Park desire to make a substantial modification to the program in the future, review by the Commission will be necessary. I wish you continued success.

Sincerely,

James D. Fielder, Jr., Ph.D.  
Secretary

JDF:EAAD:mrw

C: Ms. Theresa Hollander, Associate Vice Chancellor for Academic Affairs, USM  
Mr. Mike Colson, Senior Coordinator for Academic Programs, UMCP