

**Data Analytic Practicum II (MKT 6971)**

Spring Semester, 2021

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Office: 4.03.04  
Office Hours: TBD + till 30  
minutes after class  
+ appt.

**COURSE OVERVIEW:**

The primary objective of this course is to provide students in the program with experience in applying data analytics on real data for a real world client. The practicum experience can either be working onsite at UTSA with data sets that an internal UTSA or external organization client that has provided to the practicum class or the practicum experience can be an external practicum where they student finds an internship or practicum slot in an external organization. The third option is an independent study with a MSDA or Stats department faculty member.

**COURSE OBJECTIVES:**

1. Gain experience in applying data analytics to a real world research task using data from an external company.
2. Gain experience communicating and explaining the results of complex data analytics to technical as well as non-technical audiences
3. Gain experience dealing with messy data and issues and challenges in analyzing and interpreting it
4. Gain experience working in a team analytics environment – whether that is a student team working on an external data set for a client during class time or working with mentors and team members at external practicum sites

**PEDAGOGICAL APPROACH:**

**Students working on data projects involving internal or external data sets shipped to UTSA –** the class is scheduled to meet Thursdays 1930-2030. We will utilize that time as lab time as well as coordination and brainstorming time to work on the external data projects that have been brought into the lab. Students will be encouraged to apply the analytical techniques they have learned to the project tasks at hand. Class time will also be devoted to exploring new techniques that the class determines to be useful in completing the analyses required for the project.

**Students working on external practicums or internships –** students who are working external practicums are not required to regularly attend the Thursday class times when it conflicts with

their external practicum or internship hours. Students in external placements are expected to work closely with the sponsoring organization and perform the tasks that are assigned to them by the organization. An external supervisor or mentor that is a member of the sponsoring organization and works with the student is required as point of contact for the practicum for these positions. This person will provide comments and observations that will help improve the student's experience and skills as well as provide feedback that will go into shaping the student's course grade. Students doing this type of practicum will be required to check in with the course instructor every two weeks or so for a minimum half hour discussion on how their external practicum is going and what they are learning/accomplishing.

**Students doing independent study with a MSDA or stats department faculty member** – this is the third option for students who would rather study with a faculty member on a project than do an external or internal project. You can opt either to formally do the independent study using an independent study form and have the grad office officially substitute this for DA6833 or you can do it through the DA6833 mechanism and use the evaluation forms for this course to evaluate your work with your faculty sponsor.

**Current Sponsoring Organization Statuses:** There are several options for the internal project students. The first is an analytic project with SWBC – a local financial transaction company. The second project is working on the Distressed Communities Index project that was developed for the City of San Antonio. The third project is the analysis of a counterterrorism data set with the course instructor.

#### **COURSE ASSESSMENT & GRADING:**

Grading in practicum classes is always somewhat of an issue especially when students are doing their practicums at remote sites. However, I think it is important that students get equivalent grading opportunities when there are different options being pursued – practicum based onsite at UTSA or based offsite at a sponsoring organization. Given this split in options for the course, the following criteria have been applied in the past and seem to work at least decently.

For those students who are doing the external practicum feedback from their supervisor or mentor at the sponsoring organization will count towards their grade. I have a standard form that external mentors fill out as well as a form for students to fill out that document their work and progress at the external site. If there are any questions about the student's performance then I have a discussion with the student's mentor.

For students who are doing the UTSA on site practicum with external data, then there are several components that will count as that portion of the grade. These criteria include attendance, and participation in discussions, individual contributions and leadership to the team project. Points are awarded for each assessment criteria and the criteria are equally weighted in determining the final grade.

Percentage	99-90	80-89	70-79
Letter Grade	A	B	C



**APPENDIX I: The University of Texas at San Antonio Academic Honor Code****A. Preamble**

The University of Texas at San Antonio community of past, present and future students, faculty, staff, and administrators share a commitment to integrity and the ethical pursuit of knowledge. We honor the traditions of our university by conducting ourselves with a steadfast duty to honor, courage, and virtue in all matters both public and private. By choosing integrity and responsibility we promote personal growth, success, and lifelong learning for the advancement of ourselves, our university, and our community.

**B. Honor Pledge**

In support of the ideals of integrity, the students of The University of Texas at San Antonio pledge:

"As a UTSA Roadrunner, I live with honor and integrity."

**C. Shared responsibility**

The University of Texas at San Antonio community shares a commitment to integrity, the ethical pursuit of knowledge, and adheres to the UTSA Honor Code.

**APPENDIX II: The Roadrunner Creed**

The University of Texas at San Antonio is a community of scholars where integrity, excellence, inclusiveness, respect, collaboration, and innovation are fostered.

**As a Roadrunner,**

I will:

- Uphold the highest standards of academic and personal integrity by practicing and expecting fair and ethical conduct;
- Respect and accept individual differences, recognizing the inherent dignity of each person;
- Contribute to campus life and the larger community through my active engagement; and
- Support the fearless exploration of dreams and ideas in the advancement of ingenuity, creativity, and discovery.

Guided by these principles now and forever, I am a Roadrunner!