## Sbona Honors Program Application

Marketing/Business Analytics Questions



### Marketing & Business Analytics: Coursework & Skills

NOTE: Please indicate which courses you have taken and the grade you received. This list includes all Marketing and Business Analytics upper division preparatory and required courses. You can skip a row for any course you have not yet taken (or will not be taking).

#### **Completed Courses and Grades**

	A+ or A	Α-	B+	В	B-	C+	С	C- or lower
100W (either COMM100W, ENGL 100WB, or LLD 100WB)	0	0	0	0	0	0	0	0
BUS2 130 (Intro to Marketing)	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$
BUS5 140 (Operations Management)	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$
BUS3 160 (Management & Organizational Behavior)	0	0	0	0	0	0	0	0
BUSI 170 (Fundamentals of Finance)	0	0	0	0	0	0	0	0
BUS2 190 (Quantitative Business Analysis)	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$
BUS3 189 (Strategic Management)	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$

BUS4 188 (Business Systems & Policy)	$\circ$							
BUS5 187 (Global Dimensions of Business)	0	0	0	0	0	0	0	0
PHIL 186 (Professional & Business Ethics)	$\circ$							
BUS2 134A (Consumer Behavior)	$\circ$							
BUS2 134B (Integrated Marketing Communications)	0	0	0	0	0	0	0	0
BUS2 138 (Marketing Research)	$\circ$							
BUS2 139 (Marketing Management)	$\circ$							
BUS2 194A (Statistical Analysis)	$\circ$							
BUS2 194B (Business Analytics)	$\circ$							

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What courses and electives do you hope to take during the remainder of your time at SJSU? These can be both inside or outside of our department.

### Extracurricular Activities

Please share what clubs, activities, hobbies, interests, etc. that you are involved in outside of your academic pursuits. Mention any leadership roles you have assumed.

#### Skills, Certifications, Special Strengths

What skills have you developed outside the scope of the major and concentration coursework you've completed? Any LinkedIn Courses or certifications? Skills learned on the job? We all learn from each other in the 137H MKTBA Honors Practicum so we'd love to hear what skills and talents you bring to the table (can be "hard skills" or "soft skills").

# Marketing & Business Analytics: References & Essays

Please provide contact information for a reference from an SJSU professor who can speak knowledgeably about your ability to succeed in the Sbona Honors Practicum. Please let them know that **they do not need to write a letter at this time**, and that they may be contacted by one of our department's honors coordinators (not every reference will be contacted; we only reach out in certain situations).

SJSU Faculty Reference - Name & Department Who will be available to serve as a reference for you? Please include their full name and department.	
SJSU Faculty Reference - Contact Email Please include the SJSU email of your faculty recommender.	
Marketing & Business Analytics Micro-Essay 1: Thinking Reflect on a time when you learned something new and unexpected. How did that discovery affect you? Has this	
newfound knowledge changed you in any way? (250 words)	1,

# Marketing & Business Analytics Micro-Essay 2: Doing

Students in the Sbona Honors Program have the opportunity to integrate their learning with a meaningful engagement with an outside client. Pick a time, either in or out of the classroom, where you have taken initiative and tell us more about your involvement, what you accomplished, and what you learned from your experience. (250 words)



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