

Future Courses

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)

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)

