

Major Academic Plan (MAP) - BSBA: Marketing & Business Development

2024-2025 Catalog

Non-Cadet Hours Earned
(does not include requirements for
SCCC)

Year	Term	Course 1	Course 2	Course 3	Course 4	Course 5	Course 6	Course 7	Hours	Total Hours		
Freshman	Fall	BANA 101 (C or higher) (3)	FSEM 101 (3)	FSWI 101 (3)	MATH 105 (3)	Language (3)	LDRS 101 (1)		All Cadets: Freshman ROTC AERO, MLTY, or NAVL	15	31	
	Spring	ECON 201 (C or higher) (3)	STAT 160 (3)	RPED 260 (3)	Freshman Science Lecture/Lab (4)	Language (3)			All Cadets: Freshman ROTC AERO, MLTY, or NAVL	16		
Sophomore	Fall	ACCT 201 (C or higher) (3)	ECON 202 (C or higher) (3)	General Elective (3)	COMM 216 (3)	Strand Course #1* (3)	LDRS 211 (0)	RPED 100-199 (0)	All Cadets: Sophomore ROTC AERO, MLTY, or NAVL	15	30	
	Spring	ACCT 202 (C or higher) (3)	BANA 201 (C or higher) (3)	MKTG 302 (3)	LDRS 202 (3)	Strand Course #2* (3)		RPED 100-199 (0)	All Cadets: Sophomore ROTC AERO, MLTY, or NAVL	15		
Junior	Fall	BLAW 301 (C or higher) (3)	MKTG 301 (C or higher) (3)	General Elective (3)	LDRS 371 (3)	Strand Course #3* (3)	LDRS 311 (0) Leadership Day	Non-Contracted Cadets: ROTC Fulfillment	OR	Contracted Cadets: Junior ROTC AERO, MLTY, or NAVL	15	30
	Spring	FINC 301 (C or higher) (3)	MGMT 301 (C or higher) (3)	MKTG 303 (3)	Major Elective (3)	General Elective (3)		Non-Contracted Cadets: ROTC Fulfillment	OR	Contracted Cadets: Junior ROTC AERO, MLTY, or NAVL	15	
Senior	Fall	MGMT 411 (3)	MKTG 403 (3)	MKTG 404 (3)	General Elective (3)	Strand Course #4* (3)	LDRS 411 (0) Leadership Day	Non-Contracted Cadets: ROTC Fulfillment	OR	Contracted Cadets: Senior ROTC AERO, MLTY, or NAVL	15	30
	Spring	MGMT 449 (C or higher) (3)	MKTG 401 (3)	SCMT 301 (C or higher) (3)	Major Elective (3)	General Elective (3)		Non-Contracted Cadets: ROTC Fulfillment	OR	Contracted Cadets: Senior ROTC AERO, MLTY, or NAVL	15	

REQUIREMENTS ONLY FOR CADETS

General Education (GE) Requirement
ROTC Fulfillment (GE + C)

Major (M) Requirement - Business
Major (M) Requirement - Marketing & Bus Dev

Cadet (C) Requirement
ROTC Fulfillment (M + C)

*Students must complete 4 strand courses, which may be completed in any order:

ENGS (Strand English) | HISS (Strand History) | NTSS (Strand Natural Science) | SCSS (Strand Social Science)
301 (Technology & Innovation) | 302 (Conflict & Resolution) | 303 (Citizenship) | 304 (Wellness) | 305 (Nature & Sustainability)

TOTAL 121
Required Hours for graduation
are 121 plus the successful
completion of all required
LDRS, ROTC, & RPED degree
requirements.
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