

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

## 2023-2024 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	Course 8	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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