

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

2025-2026 Catalog

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

Freshman	Fall	BANA 101 (C or higher) (3)	RPED 260 (3)	Freshman Science Lecture/Lab (4)	MATH 105 (3)	Language (3)	LDRS 101 (1)		All Cadets: Freshman ROTC AERO, MLTY, or NAVL	16	31
	Spring	ECON 201 (C or higher) (3)	STAT 160 (3)	FSEM 101 (3)	FSWI 101 (3)	Language (3)			All Cadets: Freshman ROTC AERO, MLTY, or NAVL	15	
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)	SCMT 301 (C or higher) (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)	General Elective (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.