

**Alignment Matrix – SLOs X Required Major Courses**  
**ACM Music Business 1430**

<b>Degree Program SLOs/Required Major Courses</b>	<b>ACM 1132</b> Music Culture	<b>ACM 1213</b> Intro Music Ind	<b>ACM 1363</b> Intro Artist Dev.	<b>ACM 1422</b> Free-lance World	<b>LEAD 2213</b> Theor. Of Leaders.	<b>ACM 2383</b> Social Media Rev.	<b>CMSC 1053</b> Prof. Comp. App. + Prob. Solv	<b>DES 2012</b> Graph Design Non Maj.	<b>FIN 2313</b> Personal Finance	<b>ACCT 2113</b> Acct. I	<b>ACM 2253</b> Intro Concert Tour Mgmt	<b>ACM 2263</b> Music Ind. Mktg.	<b>ACM 2543</b> Artist Mgmt	<b>ACM 2453</b> Music Bus. Capstone	<b>ACM 2623</b> Record Label Op. Mgmt	<b>ACM 2753</b> App. New Media	<b>FMKT 2323</b> Global Protocol And Div
Examine and explain the basic structure of and relationships between various businesses within the music industry.		X		X										A	X		
Demonstrate a competency of legal issues in the music industry.		X	X								X		X	A			
Identify and differentiate between different methods musical artists use to convey artistic vision and branding through live performance.	X		X								X		X	A			
Demonstrate a basic understanding of creating and servicing sound recordings and musical works for profit.		X		X								X			A		
Explain the importance of attracting champions and influencers online and offline in brand building.		X	X			X						X	X	A		X	
Examine the financial impact of new distribution channels and revenue streams for recorded music products and musical works on the music industry.		X	X	X									X	A	X	X	
Demonstrate basic knowledge of design tools used to create print, video, and web content for promoting musical artists.						X	X	X				X		A		X	
Apply creative strategies for marketing and promoting music products and musical artists.			X			X		X				X	X	A	X	X	
Know and adhere to the professional and ethical standards of the music industry.	X	X			X				X	X				A			X