MUSIC BUSINESS

What is Music Business?

“The combined area of major in music business and special programs within the Music Department give students the opportunity to combine general liberal arts studies with more in-depth study of music or music business. Music combines easily with most majors, such as business administration, communications or digital media, and provides students with a strong base of core courses that enable them to continue their studies at the graduate level or to enter the job market.” (from http://www.albright.edu/catalog/music.html)


“Music related occupations run an extremely wide gamut offering a diverse array of choices to individuals with equally diverse talents, training, and interests. When you consider the many points at which music intersects with the wider entertainment industry – from films to tv shows to radio to video games to the internet – the potential opportunities expand still further. There are careers to be made both on state and back stage, in the spotlight and behind the scenes, in big city offices and small town schools. Some offer steady paychecks and structured work weeks, while others hold out the promise of rich rewards without providing any guarantees of making next month’s rent… Most successful people in the business have a strong spirit of drive and entrepreneurship…Reflecting the border-crossing nature of the entertainment industry, many jobs (such as songwriter, music supervisor or composer) will have value in multiple industry sectors.”

Related Career Titles (Some may require education beyond bachelor’s degree.)

<table>
<thead>
<tr>
<th>Advance Person (aka Roadie)</th>
<th>Field Merchandiser</th>
<th>Recording Studio Set-up</th>
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<tbody>
<tr>
<td>A &amp; R Administrator</td>
<td>Marketing Representative</td>
<td>Recording Artist Web Site Producer</td>
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<tr>
<td>A &amp; R Coordinator</td>
<td>Music Director (Radio or TV)</td>
<td>Royalties Broadcast Monitor</td>
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<td>Arranger</td>
<td>Music Journalist</td>
<td>Sales Representative</td>
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<td>Assistant Publicist</td>
<td>Music Licensing and Clearance Specialist</td>
<td>Staff Publicist</td>
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<tr>
<td>Attorney, Music Industry</td>
<td>Music Publishing Specialist</td>
<td>Tour Coordinator/Manager</td>
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<tr>
<td>Booking Agent</td>
<td>Music Reporter</td>
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<tr>
<td>Business Manager</td>
<td>Music Supervisor</td>
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<tr>
<td>Campus Representative</td>
<td>Night Club Manager</td>
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<tr>
<td>Concert Hall Marketing Director</td>
<td>Personal Manager</td>
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How do you get ready? (from http://career.utk.edu/students/majors/pdf/music.pdf)

- Finding positions in the music industry requires a combination of talent, training, connections and some luck. Perseverance is required!
- Develop competencies in business management, computers, marketing or other areas to broaden range of employment possibilities.
- Must be comfortable working as part of a team.
- Develop a variety of skills. Become “multitalented.”
- Confidence, personality, a positive attitude and a love of music are important to success.
- Need basic tools of self-promotion.
- Some jobs may require you to join unions or guilds.
- Must be flexible regarding their work schedules.
- Consider entrepreneurial opportunities in the music industry including those online.
- Comfort using music industry lingo (being able to” talk the talk”).
- Gain experience working part-time, volunteering or interning within the music industry including on-campus opportunities (radio station, sound/light technical experiences, etc.).
- Take business courses to work in management or administration.
- Journalism, public relations, and communication classes helpful for work in areas of publicity.
- Gain sales experience for marketing.
- Must interact well with people and develop persuasion tools.
- Join organizations involved with bringing events and entertainment to campus.

Related Major Skills

<table>
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<th>Creativity</th>
<th>Adaptable and flexibility</th>
<th>Communication skills</th>
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<td>Observation skills</td>
<td>Self-discipline</td>
<td>Basic reading, writing, editing skills</td>
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<tr>
<td>Perseverance</td>
<td>Physical stamina</td>
<td>Versatility</td>
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<td>Organizational skills</td>
<td>Financial acuity</td>
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What about the future?

“Employment of broadcast and sound engineering technicians is projected to grow 9 percent from 2012 to 2022, about as fast as the average for all occupations. Growth is expected to stem from businesses, schools, and radio and television stations seeking new equipment to improve their audio and video capabilities.”

For additional job outlook information, refer to www.bls.gov/ooh
Available at Albright College Career Development Center’s Resource Library

- Great Jobs for Music Majors, by Jan Goldberg
- Career Opportunities in the Music Industry, Shelly Field
- Career Opportunities in the Theater and Performing Arts, by Shelly Field
- Careers for Class Clowns and Other Engaging Types, by Jan Goldberg
- Careers for Competitive Spirits and Other Peak Performers, by Jan Goldberg
- Careers for Culture Lovers and Other Artsy Types, by Marjorie Eberts and Margaret Gisler
- Careers for Extroverts and Other Gregarious Types, Jan Goldberg
- Careers for Geniuses and Other Gifted Types, by Jan Goldberg
- Careers for High – Energy People and Other Go – Getters, by Marjorie Eberts, Margaret Gisler, and Maria Gisler
- Careers for Music Lovers and Other Tuneful Types, by Jeff Johnson
- Careers for Night Owls and Other Insomniacs, by Louise Miller
- Careers for Self – Starters and Other Entrepreneurial Types, by Blythe Camenson
- Opportunities in Entertainment Careers, by Jan Goldberg
- Opportunities in Music Careers, by Robert Gerardi
- Opportunities in Performing Arts Careers, by Bonnie Bjorguine Bekken

Disclaimer
Links to Internet sites are provided for your convenience and do not constitute an endorsement by Albright College or the Experiential Learning and Career Development Center.

Links found at http://www.uncwil.edu/stuaff/career/Majors/index.htm

Job and Internship Search Links

- Entertainment Careers http://www.entertainmentcareers.net/
- Production Leads http://www.productionleads.com/
- Music Jobs and Internships http://www.mymusicjob.com/
- Entertainment Jobs http://www.showbizjobs.com
- Variety http://www.variety.com/
- Sony Music Entertainment https://jobs-sonymusic.icims.com/jobs/intro
- Live Nation http://www.livenation.com/careers/
- Careers in Music http://www.careersinmusic.com/

Professional Associations Links

- Music & Entertainment Industry Educators Association http://www.meiea.org/
• Songwriters Guild of America http://www.songwritersguild.com/membership.html
• National Music Publishers Association http://nmpa.org/
• Broadcast Music Inc http://www.bmi.com/
• Music Library Association http://www.musiclibraryassoc.org/
• Recording Industry Association of America http://www.riaa.com/index.php

Miscellaneous

• Music Career Articles http://www.musiccareers.net/