MUSIC INDUSTRY STUDIES

What is Music Industry Studies?

Building on its successful co-major in Music Business, the Department of Music now also offers a full major in Music Industry Studies that weaves together artistry, industry, and technology in a full, structured, and integrated curriculum. The world of commercial music has undergone a seismic shift in identity and purpose as young, entrepreneurial artists have increasingly taken control of both the content and delivery of their artistic material to the mass market, thanks to advances in digital technology and user-friendly online distribution systems. This is not a trend but the new face of doing business in a digital world, assuming one has harnessed skill sets and problem solving abilities in both the world of artistry and of industry. The Music Industry Studies major will prepare students’ artistic talents along with their business talents, so that they can more fully enter the industry with vision and momentum.

(From http://www.albright.edu/catalog/music-industry-studies.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 stage 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>
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<tr>
<th>Advance Person (aka Roadie)</th>
<th>Market Analyst</th>
<th>Record Industry Advertising Account Executive</th>
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<tbody>
<tr>
<td>A&amp; R Administrator</td>
<td>Marketing Representative</td>
<td>Record Producer</td>
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<tr>
<td>A &amp; R Coordinator</td>
<td>Music Director (Radio or TV)</td>
<td>Recording Engineer</td>
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<td>Arranger</td>
<td>Music Editor</td>
<td>Recording Studio Manager</td>
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<tr>
<td>Artist Manager</td>
<td>Music Journalist</td>
<td>Recording Studio Scheduler</td>
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<td>Assistant Publicist</td>
<td>Music Librarian</td>
<td>Recording Artist Web Site</td>
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<td>Attorney, Music Industry</td>
<td>Music Licensing and Clearance</td>
<td>Royalties Broadcast Monitor</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/Characteristics

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<tr>
<th>Theory/aural skills</th>
<th>Composition</th>
<th>Music history</th>
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<td>Music management</td>
<td>Marketing/promotion</td>
<td>Music law</td>
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<td>Audio Technology</td>
<td>Studio engineering and editing</td>
<td>Creativity</td>
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<td>Organizational skills</td>
<td>Adaptability and flexibility</td>
<td>Verbal communication skills</td>
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<td>Ability to work with a team</td>
<td>People skills</td>
<td>Critical listening</td>
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<td>Observation skills</td>
<td>Self-discipline</td>
<td>Reading, writing, editing skills</td>
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<td>Perseverance</td>
<td>Financial acuity</td>
<td>Versatility</td>
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<tr>
<td>Technical skills</td>
<td>Responsibly completing assignments</td>
<td>Integrity</td>
</tr>
<tr>
<td>Computer: word processing, spreadsheet and database</td>
<td>Internet navigation and research</td>
<td>Decision making</td>
</tr>
<tr>
<td>Understanding and following instructions</td>
<td>Observational skills</td>
<td>Problem solving ability</td>
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What about the future?
“Like all industries, the music industry adheres to the law of job supply and demand – a basic rule of all economic systems. When it comes to jobs and opportunities, the supply of [music] industry jobs falls well below the demand of those wishing to enter the industry.” – (from How to Get a Job in the Music, 2nd ed.)

Available at Albright College Career Development Center’s Resource Library

- Career Opportunities in the Music Industry, Shelly Field
- 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 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 Self – Starters and Other Entrepreneurial Types, by Blythe Camenson
- Great Jobs for Music Majors, by Jan Goldberg
- Opportunities in Entertainment Careers, by Jan Goldberg
- Opportunities in Music Careers, by Robert Gerardi
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.

Job and Internship Search Links

- Entertainment Careers.net http://www.entertainmentcareers.net/
- Variety Careers http://careers.variety.com/
- Showbizjobs http://www.showbizjobs.com/
- Production Leads http://www.productionleads.com/
- Music Jobs and Internships http://www.mymusicjob.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

- Academy of Country Music www.acmcountry.com
- American Choral Directors Association www.acdaonline.org
- American Composers Alliance www.composers.com
- American Federation of Musicians www.afm.org
- American Society of Composers, Authors and Publishers www.ascap.com
- American Society of Music Arrangers & Composers www.asmac.org
- Association of Independent Music Publishers www.aimp.org
- Audio Engineering Society, Inc. www.aes.org
- Broadcast Music, Inc. (BMI) www.bmi.com
- Consumer Electronics Association www.ce.org
- Country Music Association http://www.cmaworld.com/
- Film Music Network www.filmmusic.net
- Electronic Components Industry Association http://www.ecianow.org/
- Gospel Music Association www.gospelmusic.org
- International Bluegrass Music Association www.ibma.org
- International Entertainment Buyers Association www.ieba.org
- Music Educators National Conference www.menc.org
- Music & Entertainment Industry Educators Association http://www.meiea.org/
- Music Publishers Association www.mpa.org
- Nashville Songwriters Association International www.nashvillesongwriters.com
• National Academy of Recording Arts and Sciences  www.grammy.com
• National Association of Broadcast Employees and Technicians  www.nabetcwa.org
• National Association of Broadcasters  www.nab.org
• National Association of Recording Merchandisers  www.narm.com
• National Association of Schools of Music  http://nasm.arts-accredit.org
• National Music Publishers Association  http://nmpa.org/
• Public Relations Society of America  www.prsa.org
• Recording Industry Association of America  www.riaa.com
• SESAC, Inc.  www.sesac.com
• Society of Professional Audio Recording Studios  www.spars.com
• Songwriters Guild of America  www.songwritersguild.com
• SoundExchange  www.soundexchange.com
• South By Southwest  http://www.sxsw.com/
• West Coast Songwriters  www.westcoastsongwriters.org