

MUSIC BUSINESS

What can I do with this major?

Content credited to Belmont University's Office of Career & Professional Development.

AREAS

CREATIVE ROLES

Artist
Songwriter
Musician
Producer
Film and TV writer
Merchandise designer
Stylist
A&R (Artists and Repertoire) director
Music supervisor
Creative director/Music publisher

EMPLOYERS

Music publishing firms
Talent agencies
Independent/Freelance work
Record labels
TV/Film production studios
Video game designers/Producers
Merchandising companies

STRATEGIES/INFORMATION

Complete and excel in entertainment internships.
Volunteer for industry events and nonprofit benefits.
Take courses in communications, entrepreneurship, and others related to entertainment.
Get involved with campus student activity boards or student unions.
Conduct informational interviews with people in jobs of interest, and build a strong network of contacts.
Organize songwriting sessions with other students.
Join local entertainment organizations.
Practice your craft. Sing, write, and play as often as possible.
Study songs. Listen to a wide variety of genres.
Learn what makes a great song a great song.

TECHNICAL ROLES

Recording studio management
Audio engineer
Audio/Sound designer
Broadcast audio engineer
Record/Video/TV production crew
Stage design
Lighting design
Radio

Record labels
Recording studios
Audio equipment manufacturers/Dealers
TV/Film production studios
Video game designers/Producers
Independent/Freelance work
Audio/Video production companies

Complete and excel in entertainment internships.
Work for a campus or local radio station.
Gain experience by working at a local venue, recording studio, music festival, or by travelling with a tour.
Produce a local band or artist's record.
Get involved with campus student activity boards or student unions.
Work in an audio equipment rental/sales store to learn more about equipment and maintaining it.
Conduct informational interviews with people in jobs of interest, and build a strong network of contacts.
Join local entertainment organizations.

AREAS	EMPLOYERS	STRATEGIES/INFORMATION
<u>DATA & BUSINESS MANAGEMENT</u> Administration Accounting/Finance/Royalty management Copyright management Music licensing Entertainment law	Music publishing firms Performance rights organizations (PROs) Licensing firms Business management companies Entertainment law firms	Complete and excel in entertainment internships. Volunteer for industry events and nonprofit benefits. Take courses in marketing, accounting, finance, communications, entrepreneurship, public relations, management, and others related to entertainment. Get involved with campus student activity boards or student unions. Conduct informational interviews with people in jobs of interest, and build a strong network of contacts. Join local entertainment organizations. Master business software programs such as Excel.

MARKETING & PROMOTION

Radio/Concert promotion Digital marketing/New media/Social media Marketing Public relations/Media relations Music journalism Event planning Sales and distribution	Record labels Music publishing firms Performance rights organizations (PROs) Artist management firms Corporate marketing/advertising agencies Independent/Freelance work Media outlets	Complete and excel in entertainment internships. Volunteer for industry events and nonprofit benefits. Work for a campus or local radio station. Take courses in marketing, public relations, and others related to entertainment. Increase digital marketing and technology skills by taking additional courses in graphic design and web design. Promote campus events online through digital marketing and social media. Get involved with campus student activity boards or student unions. Conduct informational interviews with people in jobs of interest, and build a strong network of contacts. Join local entertainment organizations. Acquire sales experience inside or outside of the industry. Write blogs/articles/press releases for school publications, events, and student organizations.
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AREAS	EMPLOYERS	STRATEGIES/INFORMATION
<u>TOURING & LIVE ENTERTAINMENT</u> Booking agent Concert promoter/Buyer Venue management Tour/Road management Tour/Event marketing Merchandise production/Sales Event planning/Sponsorships/Festivals Audio/Sound design Stage design Stage management Lighting design	Booking agencies Event management firms Entertainment venues Audio/Video production companies Merchandising companies	Complete and excel in entertainment internships. Volunteer for industry events and nonprofit benefits. Gain experience by working at a local venue, music festival, or by travelling with a tour. Take courses in marketing, management, and others related to entertainment. Get involved with campus student activity boards or student unions. Conduct informational interviews with people in jobs of interest, and build a strong network of contacts. Join local entertainment organizations. Acquire sales experience inside or outside of the industry. Find sponsors for campus events or benefits. Engage with booking agencies through talent buying for campus concerts.
<u>ARTIST MANAGEMENT</u> Artist development Brand/Image development Day-to-day manager Radio promotions Catalog management Marketing Publicity Personal/Executive assistant	Music publishing firms Artist management firms Corporate marketing/Advertising agencies Record labels	Complete and excel in entertainment internships. Volunteer for industry events and nonprofit benefits. Manage a local band/artist. Take courses in marketing, management, and others related to entertainment. Increase digital marketing and technology skills by taking additional courses in graphic design and web design. Promote campus events online through digital marketing and social media. Work for a campus or local radio station. Get involved with campus student activity boards or student unions. Conduct informational interviews with people in jobs of interest, and build a strong network of contacts. Join local entertainment organizations. Write blogs/articles/press releases for school publications, events, and student organizations.