

MUSIC BUSINESS

What is Music Business?

“The combined area of concentration 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 concentrations, 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>)

What Are the Career Opportunities for a Music Business Concentrator? (from Music Business Handbook and Career Guide, 9th ed.)

“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.)

Advance Person (aka Roadie)	Field Merchandiser	Recording Studio Set-up
A & R Administrator	Marketing Representative	Recording Artist Web Site Producer
A & R Coordinator	Music Director (Radio or TV)	Royalties Broadcast Monitor
Arranger	Music Journalist	Sales Representative
Assistant Publicist	Music Licensing and Clearance Specialist	Staff Publicist
Attorney, Music Industry	Music Publishing Specialist	Tour Coordinator/Manager
Booking Agent	Music Reporter	
Business Manager	Music Supervisor	
Campus Representative	Night Club Manager	
Concert Hall Marketing Director	Personal Manager	
Concert Promoter	Program Director	
Consumer Researcher	Promotion Manager	
Copyist	Public Relations Specialist	
Copyright Specialist	Publicist	
Director of Publicity	Regional Sales Manager	

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

Creativity	Adaptability and flexibility	Communication skills
Observation skills	Self-discipline	Basic reading, writing, editing skills
Perseverance	Physical stamina	Versatility
Organizational skills	Financial acuity	

What about the future? (from <http://www.bls.gov/oco/ocos095.htm>)

Bureau of Labor Statistics’ Occupational Outlook Handbook forecasts that overall employment in the category of musicians, singers, and related workers will grow in line with the general economy for the 10 year period through 2016, although it also notes that competition for full-time jobs will be intense.

For additional job outlook information, refer to www.bls.gov/oco.

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 Career Development Center.

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

Job and Internship Search Links

- Entertainment Careers.net <http://www.entertainmentcareers.net/>
- Entertainment Employment Journal <http://www.eej.com>
- Music Jobs and Internships <http://www.mymusicjob.com/>
- Entertainment Jobs <http://www.showbizjobs.com>
- The Biz Jobs and Internships <http://thebiz.variety.com/>
- Universal Music Group <http://www.careers-umusic.com/umusic/jobboard/searchjobs.aspx>
- Sony Music Entertainment <https://jobs-sonymusic.icims.com/jobs/intro>
- Electric and Musical Industries (EMI) <http://www.emimusic.com/about/careers/>
- Warner Music Group <http://www.wmg.com/jobsoverview>
- Live Nation <http://www.livenation.com/careers/>

Professional Associations Links

- Music & Entertainment Industry Educators Association <http://www.meiea.org/>
- Music & Entertainment Industry Student Association <http://www.meisa.org/>
- National Academy of Recording Arts and Sciences
http://www2.grammy.com/Recording_Academy/Jobs/GRAMMY_Careers/
- Songwriters Guild of America <http://www.songwritersguild.com/membership.html>
- National Music Publishers Association <http://www.nmpa.org/home/index.asp>
- American Society of Composers, Authors, and Publishers <http://www.ascap.com/index.aspx>
- Broadcast Music Inc <http://www.bmi.com/>
- Music Library Association <http://www.musiclibraryassoc.org/>

Miscellaneous

- Music industry career center: free services for music industry professionals <http://www.music-careers.com/>
- Music Career Articles <http://www.musiccareers.net/>
- Columbia Music Library <http://www.columbia.edu/cu/libraries/indiv/music/offsite.html>
- Music Festivals http://www.music.indiana.edu/music_resources/festival.html