

MUSIC BUSINESS

What can I do with this major?

Thank you to staff at Belmont University Career Services for creating this resource. Its format varies slightly from other titles in the series.

AREAS

Music Publishing/Administration
Accounting/Finance/Royalty Management
Business Management
A&R (Artists and Repertoire)/Talent Scouting
Song plugging
Songwriting
Radio/Concert Promotions
Radio
Artist Management/Development
Digital Marketing/New Media/Social Media
Marketing
Merchandise Design/Production/Sales
Tour Management/Road Management
Venue Management
Booking
Publicity/Styling
Public Relations/Media Relations
Event Planning/ Sponsorships/Festivals
Personal/Executive Assistance
Copyright Management
Entertainment Law
Music Licensing
Music Supervision
Recording Studio Management
Audio Engineering
Audio/Sound Design
Broadcast Audio
Music Journalism/Film and TV Writer
Record/Video/TV Production
Stage Design and Management
Lighting Design

EMPLOYERS

Music publishing firms
Business management firms
Booking agencies
Performance rights organizations
Record labels
Artist management firms
Licensing firms
Event management firms
Corporate marketing/advertising agencies
Entertainment venues
Talent agencies
Radio/TV stations
Entertainment law firms
Entertainment magazines
Nonprofit organizations
Professional sports teams
Theatres, e.g. Broadway, off-Broadway, local
Music studios
Audio equipment manufacturers/dealers
TV and film production studios
Video game designers/producers
Independent/Freelance work

STRATEGIES/INFORMATION

Volunteer for industry events and non-profit benefits.
Complete and excel in entertainment internships.
Work for a campus or local radio station.
Manage a local band/artist.
Gain experience by working at a local venue.
Take courses in marketing, accounting, finance, communications, entrepreneurship, public relations, 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.
Produce a local band or artist's record.
Engage with booking agencies through talent buying for campus concerts.
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.
Organize songwriting sessions with other students.
Join local entertainment organizations.
Acquire sales experience inside or outside of the industry.
Find sponsors for campus events or benefits.
Write blogs/articles/press releases for school publications, events, and student organizations.