The music industry typically has a glamorous appeal and is often competitive. However, students interested should be willing to put in long hours, be willing to work their way up through internships, and work hard to stand out from the crowd. Passion for the music industry is a must; creativity and the confidence to input ideas is valued. Expect to attend gigs and use those as networking opportunities. Gain work experiences through music events. Be in touch with current trends and have opinions on various types of bands.

Be willing to relocate to different areas; many of the opportunities within music are in cities such as Los Angeles, New York City or Nashville. Take courses focused on music production, digital design, or marketing. Experience is necessary: do as many internships as you can!

AREAS OF OPPORTUNITY
- Recording Studio Management
- Audio Engineer
- Audio/Sound Designer
- Broadcast Audio Engineer
- Record/Video/TV Production Crew
- Stage Design
- Radio

COMMON EMPLOYERS:
- Recording Studio Management
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PROFESSIONAL ORGANIZATIONS:
- Academy of Country Music
- American Society of Composers, Authors, and Publishers
- Audio Engineering Society
- Broadcasters Foundation of America
- Country Music Association
- Gospel Music Association
- International Bluegrass Music Association
- International Computer Music Association
- International Entertainment Buyers Association
- Nashville Songwriters Association International
- National Association of Recording Industry Professionals
- Music publishing firms
- Talent agencies
- Independent/Freelance work
- Record labels
- TV/Film production studios
- Video game designers/Producers
- Merchandising companies
- Recording studios
- Audio equipment manufacturers/Dealers
- TV/Film production studios
- Video game designers/Producers
- Independent/Freelance work
- Audio/Video production companies
- Music publishing firms
- Performance rights organizations (PROs)
- Licensing firms
- Business management companies

STRATEGIES ON ENTERING THE FIELD:
- 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, play, and compose as often as possible.
- Study songs. Listen to a wide variety of genres. Learn what makes a great song a great song.
- 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.

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