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 even events. Be in touch with current trends and have opinions on various types hours, be willing to work their way up through internships, and work hard to and the confidence to input ideas is valued. Expect to attend gigs and use those as networking opportunities. Gain work experience 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

- Artist
- Songwriter
- Musician
- Producer
- Film and TV Writer I
- Merchandise Designer
- Stylist
- Music supervisor
- Creative Director
- Music Publisher
- Recording Studio Management
- Audio Engineer
- Audio/Sound Designer
- Broadcast Audio Engineer
- Record/Video/TV Production Crew
- Stage Design
- Radio

COMMON EMPLOYERS:

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 post-production companies
Music publishing firms
Performance rights organizations (PROs)
Licensing firms
Business management companies

PROFESSIONAL ORGANIZATIONS

Academy of Country Music
American Society of Composers, Authors, and Publishers
Broadcast Music, Inc.
Country Music Association
Appalachian Music Society
American Society of Composers, Authors, and Publishers
National Association of Record Industry Professionals

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 in 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.
- Complete and excel in entertainment internships.
- Work for a campus or local radio station.
- Gain experiences 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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