



# MUSIC BUSINESS



\*WHAT CAN I DO WITH MY MAJOR IN MUSIC BUSINESS?

\*WHAT CAN I DO TO MAKE MYSELF MORE MARKETABLE?

\*WHERE CAN I FIND CAREER INFORMATION?

- CAREER PLANNING • SUNY POTSDAM • 106 SISSON
- TEL: 315-267-2344
- HOMEPAGE: [www.potsdam.edu/career](http://www.potsdam.edu/career)

## **WHAT CAN I DO WITH A MAJOR IN MUSIC BUSINESS?**

1. Work in all aspects of the music products industry, including product design, marketing and music retail.
2. Use background knowledge of music to work in recording, broadcasting, and/or concert production.
3. Use office and administration skills to coordinate and plan musical events.
4. Work for greater appreciation of arts in a community.
5. Work in rental or repair in music stores.

## **EXAMPLES OF FIELDS OF EMPLOYMENT FOR MUSIC BUSINESS MAJORS:**

- |                              |                       |
|------------------------------|-----------------------|
| 1. Recording Industry        | 6. Concert Production |
| 2. Music Products Industry   | 7. Entertainment Law  |
| 3. Music Publishing          | 8. Grant Writing      |
| 4. Broadcast Industry        | 9. Copyright Law      |
| 5. Personal Management Firms | 10. Unions and Guilds |

## **SAMPLE JOB TITLES OF SUNY POTSDAM ALUMNI:**

- |                                |                                      |
|--------------------------------|--------------------------------------|
| * Artist Relations             | * Director, Leadership & Major Gifts |
| * Music Sales Representative   | * Musical Instrument Technician      |
| * Disc Jockey                  | * Director of Customer Service       |
| * Journalist                   | * Public Relations Coordinator       |
| * Box Office Manager           | * VP of Sales and Marketing          |
| * Accounts Manager             | * Personal Manager                   |
| * Musical Assistant/Researcher | * Director of Audience Relations     |

## **SAMPLE JOB DESCRIPTIONS:**

1. Music Publisher: edits and publishes manuscripts and textbooks for teaching and retail, including CD's and cassettes.
2. Arts Administrator: acts as a facilitator for presentations and exhibitions. Works for the preservation of performing arts and carries out administrative tasks.
3. Broadcaster: works on programs in radio and television or video production.
4. Music Retail Manager: deals with the sales of musical instruments, music and supplies.

## **ENHANCING EMPLOYABILITY:**

1. Get involved in the career development process early, *freshman year*.
2. Select minors/elective courses that will demonstrate interest/applicability to your career objective.
3. Get career related experience: INTERNSHIPS, summer and/or part-time employment, volunteer. Join a career related association or organization.
4. Develop the following job search and self-marketing skills: resume and cover letter writing, portfolio development, researching employers, interviewing, networking, and employment searching.
5. Skills to develop: written and oral communication skills, music business, management, knowledge of law and legal procedures, organization, leadership and knowledge of industry through conventions and publications.

**SAMPLE INTERNSHIP EXPERIENCES:**

- \* Michele Audio Corporation of America
  - Offers professional audio recording and services.
  - Interns will increase knowledge of pro-audio equipment, learn analog and digital recording techniques, understand concepts of sound engineering such as recording and digital remastering.
  
- \* Central Music Supply, Inc.
  - A music store serving the educational community.
  - The interns will develop an understanding of office operations and functions, product knowledge and marketing skills, experience in customer service and understanding of rental and repair.
  
- \* The Orchestra of Northern New York
  - A regional professional orchestra.
  - Interns will learn about workings of an arts organization including management, development, grant writing, donor solicitation and marketing strategies.
  
- \* VH1 Productions
  - Produces music videos.
  - Interns will research projects using various resources, investigate the filming process, network and interact with people in the business and develop video productions.
  
- \* Samson Technologies
  - Offers professional audio equipment development and sales.
  - Interns' duties include providing technical support for mixers, power amplifiers, guitar and studio processors and wireless equipment. Interns learn repair facilitation, shipping information, pricing and inventory management.

**STRATEGIES FOR CONTACTING EMPLOYERS:**

- \* write an employer targeted resume and cover letter
- \* learn job search strategies
- \* network
- \* Career Planning reference books
- \* prepare for the interview
- \* design a portfolio
- \* develop networking cards
- \* Career Planning Internet Homepage
- \* Attend key conferences

**SOME EMPLOYERS OF SUNY COLLEGE OF POTSDAM**

**MUSIC BUSINESS ALUMNI:**

- \* I.C.M. Artists Limited
- \* Sam Ash Music Stores
- \* Yamaha
- \* Samson Technologies
- \* Wendel Harrison
- \* Children's Television Workshop
- \* Radio Shack
- \* Central Music Supply, Inc.
- \* Warner Brothers Publications
- \* American Music Group
- \* Northeast String Service
- \* Beaver Valley Musician's Union

**WHERE TO GET INFORMATION AND ASSISTANCE:**

**1. MUSIC DEPT., SUNY College at Potsdam, Bishop Hall C208**

- \* talk with faculty

**2. CAREER PLANNING CENTER, SUNY College at Potsdam, 106 Sisson Hall**

- \* individual career assistance
- \* workshops/seminars
- \* employer literature
- \* SUNYCDO Job Fair
- \* computerized assessment programs
- \* career testing
- \* networking assistance
- \* free handouts available
- \* Employment Connections (Job Fair)
- \* job vacancies
- \* summer jobs
- \* reference file
- \* career fairs
- \* Career Planning Internet Homepage
- \* career library
- \* alumni contacts
- \* Virtual Job Fair



***WHAT IF I WANT TO GO TO GRADUATE SCHOOL?***

**RESOURCES AVAILABLE AT THE CAREER PLANNING CENTER:**

- \* graduate school handout
- \* GRE, GMAT, MCAT, LSAT and MAT forms and bulletins  
(GRE computerized tests and graduate study books)
- \* graduate books-schools and programs
- \* financial aid information about graduate school
- \* Peterson's Graduate Programs (G7F,G,H,I,J,K)

***RESOURCES FOR FINDING EMPLOYERS:***

**RESOURCES AVAILABLE AT THE CAREER PLANNING CENTER:**

- \* The Career Guide Employment Opportunities Directory (R8GG)
- \* Job Hunter's Sourcebook (R26D)
- \* Mix Annual Directory (Crane Ref. TS2301.P3175)
- \* Job Opportunities for Business Majors (R8A)
- \* Billboard International Directory (Crane Ref. ML18.B5)
- \* Recording Industry Sourcebook (Crane Ref. ML18.R4)
- \* Musical America-Int'l Directory of Performing Arts  
(Crane Ref. ML12.M88)
- \* Dun's Regional Directories (R8I, R8J, R8K)
- \* Songwriter's Market: Where to Sell Your Songs  
(Crane Ref. MT67.5657)
- \* Peterson's Summer Opportunities (S2B)
- \* Summer Jobs for Students (S2A)
- \* Job Bulletin for Musicians (V34A)
- \* Career Planning Internet Homepage
- \* Additional material found by using Career Planning Library Bibliography and Crane Library

**OTHER SOURCES OF INFORMATION:**

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>* Music Distributors Association<br/>38-44 W. 21st St. 5th floor<br/>New York, NY 10010-6906<br/>(212) 924-9175</li><br/><li>* Music Industry Conference<br/>1806 Robert Fulton Dr.<br/>Reston, VA 22091-4348<br/>(703) 860-4000</li></ul> | <ul style="list-style-type: none"><li>* Music Critics Association<br/>7 Pine Ct.<br/>Westfield, NJ 07090<br/>(908) 233-8468</li><br/><li>* National Association of Music Merchants<br/>5140 Avenida Encinas<br/>Carlsbad, CA 92008<br/>(619) 438-8001</li></ul> |
|--|---|

