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 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, repair, or retail in music stores.

EXAMPLES OF FIELDS OF EMPLOYMENT FOR MUSIC BUSINESS MAJORS:
1. Recording Industry
2. Music Products Industry
3. Music Publishing
4. Broadcast Industry
5. Personal Management Firms
6. Concert Production
7. Arts Presenters
8. Grant Writing
9. Copyright Law
10. Unions and Guilds

SAMPLE JOB TITLES OF SUNY POTSDAM MUSIC BUSINESS ALUMNI:
* Development Officer
* Int’l Sales Coordinator
* Radio Announcer
* Executive Admin. Asst.
* Public Relations Officer
* Musical Assistant/Researcher
* Production Assistant
* Customer Service/Sales Representative
* Staff Attorney
* Business Manager
* Guild Coordinator
* Company Manager in Theater
* Content Manager & Copywriter
* Multimedia Specialist/Internet Developer

SAMPLE JOB DESCRIPTIONS:
1. Music Publisher: edits and publishes manuscripts, textbooks and media for teaching and retail sales.
2. Arts Administrator: acts as a facilitator for presentations and exhibitions. Works for the preservation of performing arts and carries out administrative tasks. May facilitate and individual’s artistic career.
3. Broadcaster: works on programs in radio and television or media 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 or elective courses that will demonstrate interest/applicability to your career objectives.
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 writing, cover letter writing, create a portfolio and self-marketing brochure, 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:
* SONY Music
  - International Record Label
  - Interns will increase knowledge of structure and operations of a major record label. Experience may involve helping facilitate production in many areas of the marketing and distribution departments.

* Opera Saratoga
  - Summer Opera Festival with a yearlong educational component.
  - Interns will have hands-on experience in learning all aspects of production and promotion in a professional opera company.

* D’Addario + Co.
  - Large music products manufacturer and distributor.
  - Interns will have the opportunity to work in product testing and marketing, as well as some aspects of Artist Relations.

* Chamber Music America
  - International music foundation promoting chamber groups including jazz artists as well.
  - Interns will learn the day to day operations of a major music foundation and have hands-on experience and involvement in a large scale music conference.

PREPARING FOR THE JOB SEARCH MARKET
* Write an employer targeted resume and cover letter
* Learn job search strategies
* Borrow resources from SUNY Potsdam’s Career Planning Library
* Develop networking cards
* Network w/employers at Career/Job Fairs
* Prepare for an interview
* Design a portfolio and self-marketing brochure
* Visit SUNY Potsdam’s Career Planning Web Site at: www.potsdam.edu/offices/career
* Seek advice from faculty

SOME EMPLOYERS OF SUNY POTSDAM MUSIC BUSINESS ALUMNI:
* I.C.M. Artists Limited
* Sam Ash Music Stores
* Yamaha
* Samson Technologies
* OPUS 3
* Children’s Television Workshop
* SONY Music
* D’Addario + Co.
* Alfred Music Publishing
* Sarasota Opera
* Frankel Green Theatrical Management
* Dansr

WHERE TO GET INFORMATION AND ASSISTANCE:
1. MUSIC DEPT., SUNY Potsdam, Bishop Hall C218
   * Talk with Faculty
   * Talk with Students
   * Talk with Alumni

2. CAREER PLANNING OFFICE, SUNY Potsdam, 206 Sisson Hall
   * Individual Career Assistance
   * Workshops/Seminars
   * Employer Literature
   * Career Assessment Programs
   * Career and Job Fairs
   * Networking Assistance
   * Alumni Mentor
   * Job Vacancies
   * Summer Jobs
   * Reference File
   * Career Planning Web Site
   * Career Library
   * A Major Affair
   * Free Handouts Available
WHAT IF I WANT TO GO TO GRADUATE SCHOOL?
RESOURCES AVAILABLE AT THE CAREER PLANNING OFFICE:
* On-Campus Graduate School Fair
* Graduate School handout
* GRE, GMAT, MCAT, LSAT and MAT forms and bulletins
  (GRE computerized tests and graduate study books)
* Graduate books - listings of schools and programs
* Financial aid information about graduate school
* Peterson’s Graduate Programs (G7F, G7G, G7H, G7I, G7J, G7K)
* Web Site: www.potsdam.edu/offices/career/graduate

RESOURCES FOR FINDING EMPLOYERS & CAREER INFORMATION:
RESOURCES AVAILABLE AT THE CAREER PLANNING OFFICE:
* The Career Guide Employment Opportunities Directory (R8GG)
* Career Opportunities in the Music Industry (C34D)
* The Business of Music (C34C)
* Great Jobs for Music Majors (34AA)
* Exploring Careers in Music (C34A)
* Job Hunter’s Sourcebook (R26D)
* Mix Annual Directory (Crane Ref. TS2301.P3I75)
* 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)
* Summer Jobs Worldwide (S2A)
* Career Planning Job Search Internet Links: www.potsdam.edu/jobsearch/index.cfm
* Additional material found by using Career Planning Library Bibliography

OTHER SOURCES OF INFORMATION:

* National Association of Music Merchants
  5140 Avenida Encinas
  Carlsbad, CA 92008
  (619) 438-8001
  www.namm.org

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