

What Can I Do with a Bachelor Degree in Business Management with a Concentration in

Music Business

A & R Representative	(Artist & Repertoire) Work for record labels to seek out new talent to sign
Artist Manager	Manage the career and best interests of a band or artist
Booking Agent	Finds work and books shows and tours for bands or artists
Business Manager	Handles all financial and royalty responsibilities for signed artists
Distributor	Distributes musical product, such as CDs, DVDs, etc., to record stores, labels, and retail chains
Music Licensing	Copyrights and approval of usage of musical products to other mediums
Music Marketing	Marketing and promoting an artist, tours, and musical product for talent often signed to a particular label
Music Merchandising	Create accompanying products that deal with a particular artist or performer, such as t-shirts or posters, for mass production
Producer	Helps provide guidance to an artist during the recording process in a studio atmosphere
Production Department	Assist in all technical aspects of creating an album
Promotions Director	Runs the promotions dept. that gets the word out about an artist, event, or new product
Publicist	Works directly with an artist to arrange public appearances, photo shoots, and side work to aids in promotion
Publishing	Authorizing various uses of songs through the use of various licenses
Retail Sales Representative	Represent a company and sell its musical merchandise
Owner-Independent Record Label	Start up and run your own independent record label where you find and book the talent you want, work with your favorite venues, and make all your own decisions
Tour Manager	Manages a band or artist while on tour as well as handles all equipment load in & out for each show
Venue Manager / Owner	Manages and or owns a concert venue where shows and events are held