

MUSIC BUSINESS ONLINE DEGREE

MUSIC BUSINESS ONLINE DEGREE IS AN INCREASINGLY POPULAR AVENUE FOR ASPIRING MUSIC INDUSTRY PROFESSIONALS SEEKING TO ENHANCE THEIR KNOWLEDGE AND SKILLS WHILE ENJOYING THE FLEXIBILITY OF ONLINE LEARNING. THIS DEGREE PROGRAM COVERS VARIOUS ASPECTS OF THE MUSIC BUSINESS, INCLUDING MANAGEMENT, MARKETING, LAW, AND PRODUCTION. WITH THE MUSIC INDUSTRY CONTINUOUSLY EVOLVING DUE TO TECHNOLOGICAL ADVANCEMENTS AND CHANGING CONSUMER BEHAVIORS, OBTAINING A MUSIC BUSINESS ONLINE DEGREE EQUIPS STUDENTS WITH THE TOOLS THEY NEED TO THRIVE IN THIS COMPETITIVE LANDSCAPE. THIS ARTICLE WILL EXPLORE THE BENEFITS OF PURSUING A MUSIC BUSINESS ONLINE DEGREE, THE CURRICULUM AND COURSES OFFERED, POTENTIAL CAREER PATHS, AND TIPS FOR FINDING THE RIGHT PROGRAM FOR YOUR NEEDS.

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BENEFITS OF A MUSIC BUSINESS ONLINE DEGREE

PURSUING A MUSIC BUSINESS ONLINE DEGREE OFFERS NUMEROUS ADVANTAGES THAT CAN SIGNIFICANTLY ENHANCE A STUDENT'S ACADEMIC AND PROFESSIONAL JOURNEY. ONE OF THE PRIMARY BENEFITS IS THE FLEXIBILITY THAT ONLINE EDUCATION PROVIDES. STUDENTS CAN STUDY AT THEIR OWN PACE, WHICH IS PARTICULARLY BENEFICIAL FOR THOSE WHO MAY BE WORKING OR HAVE OTHER COMMITMENTS. THIS FLEXIBILITY ALLOWS FOR A MORE PERSONALIZED LEARNING EXPERIENCE, ENABLING STUDENTS TO FOCUS ON AREAS THAT INTEREST THEM THE MOST.

ADDITIONALLY, ONLINE PROGRAMS OFTEN PROVIDE ACCESS TO A DIVERSE RANGE OF RESOURCES, INCLUDING DIGITAL TEXTBOOKS, VIDEO LECTURES, AND INTERACTIVE ASSIGNMENTS. THIS ACCESS CAN LEAD TO A MORE COMPREHENSIVE UNDERSTANDING OF THE MUSIC INDUSTRY. FURTHERMORE, MANY PROGRAMS OFFER NETWORKING OPPORTUNITIES WITH INDUSTRY PROFESSIONALS, ALLOWING STUDENTS TO BUILD VALUABLE CONNECTIONS THAT CAN AID IN THEIR FUTURE CAREERS.

ANOTHER SIGNIFICANT ADVANTAGE IS THE COST-EFFECTIVENESS OF ONLINE DEGREES. ONLINE PROGRAMS TYPICALLY HAVE LOWER TUITION FEES COMPARED TO TRADITIONAL ON-CAMPUS PROGRAMS. FURTHERMORE, STUDENTS SAVE ON COMMUTING AND HOUSING COSTS, MAKING EDUCATION MORE ACCESSIBLE TO A BROADER AUDIENCE.

CURRICULUM OVERVIEW

THE CURRICULUM OF A MUSIC BUSINESS ONLINE DEGREE IS DESIGNED TO PROVIDE STUDENTS WITH A WELL-ROUNDED EDUCATION IN VARIOUS FACETS OF THE MUSIC INDUSTRY. CORE SUBJECTS TYPICALLY INCLUDE MUSIC MARKETING, MUSIC LAW, PRODUCTION TECHNIQUES, AND ARTIST MANAGEMENT. EACH OF THESE SUBJECTS PLAYS A CRUCIAL ROLE IN PREPARING STUDENTS FOR REAL-WORLD CHALLENGES THEY MAY FACE IN THEIR CAREERS.

CORE COURSES

SOME OF THE CORE COURSES THAT STUDENTS MIGHT ENCOUNTER IN A MUSIC BUSINESS ONLINE DEGREE PROGRAM INCLUDE:

- **MUSIC MARKETING:** THIS COURSE EXPLORES STRATEGIES FOR PROMOTING MUSIC AND ARTISTS IN THE DIGITAL AGE, INCLUDING SOCIAL MEDIA MARKETING AND DIGITAL DISTRIBUTION.
- **MUSIC LAW:** STUDENTS LEARN ABOUT COPYRIGHT ISSUES, CONTRACTS, AND OTHER LEGAL ASPECTS THAT AFFECT THE MUSIC INDUSTRY.
- **ARTIST MANAGEMENT:** THIS COURSE COVERS THE ROLE OF A MANAGER IN AN ARTIST'S CAREER, FOCUSING ON TALENT DEVELOPMENT, BOOKING, AND FINANCIAL MANAGEMENT.
- **MUSIC PRODUCTION:** STUDENTS GAIN INSIGHT INTO THE TECHNICAL ASPECTS OF RECORDING, MIXING, AND PRODUCING MUSIC.

ELECTIVES AND SPECIALIZATIONS

IN ADDITION TO CORE COURSES, MANY PROGRAMS OFFER ELECTIVES AND SPECIALIZATIONS THAT ALLOW STUDENTS TO TAILOR THEIR EDUCATION TO THEIR INTERESTS. COMMON ELECTIVES MIGHT INCLUDE:

- **LIVE EVENT MANAGEMENT:** FOCUSES ON THE PLANNING AND EXECUTION OF CONCERTS AND FESTIVALS.
- **MUSIC TECHNOLOGY:** EXPLORES THE LATEST TOOLS AND SOFTWARE USED IN MUSIC PRODUCTION.
- **SONGWRITING:** PROVIDES TECHNIQUES AND PRACTICES FOR WRITING AND COMPOSING MUSIC.

CAREER OPPORTUNITIES IN THE MUSIC INDUSTRY

A DEGREE IN MUSIC BUSINESS OPENS THE DOOR TO VARIOUS CAREER PATHS WITHIN THE MUSIC INDUSTRY. GRADUATES CAN PURSUE ROLES THAT ALIGN WITH THEIR INTERESTS AND STRENGTHS, LEADING TO FULFILLING CAREERS. SOME OF THE MOST POPULAR CAREER OPTIONS INCLUDE:

ROLES IN MANAGEMENT

MANAGEMENT ROLES ARE ESSENTIAL IN THE MUSIC INDUSTRY. GRADUATES MAY FIND POSITIONS SUCH AS:

- **ARTIST MANAGER:** RESPONSIBLE FOR GUIDING AN ARTIST'S CAREER AND MAKING STRATEGIC DECISIONS.
- **TOUR MANAGER:** OVERSEES LOGISTICS FOR AN ARTIST'S TOUR, INCLUDING SCHEDULING AND BUDGET MANAGEMENT.

MARKETING AND PROMOTION

MARKETING PROFESSIONALS ARE CRUCIAL FOR PROMOTING ARTISTS AND THEIR MUSIC. POSSIBLE ROLES INCLUDE:

- **MUSIC PUBLICIST:** MANAGES PUBLIC RELATIONS AND MEDIA COVERAGE FOR ARTISTS.
- **SOCIAL MEDIA MANAGER:** DEVELOPS AND EXECUTES SOCIAL MEDIA STRATEGIES TO ENGAGE FANS.

PRODUCTION AND TECHNICAL ROLES

FOR THOSE INTERESTED IN THE TECHNICAL SIDE OF MUSIC, THERE ARE VARIOUS PRODUCTION ROLES AVAILABLE:

- **MUSIC PRODUCER:** WORKS ON THE CREATIVE AND TECHNICAL ASPECTS OF RECORDING MUSIC.
- **SOUND ENGINEER:** RESPONSIBLE FOR THE TECHNICAL SIDE OF SOUND RECORDING AND MIXING.

CHOOSING THE RIGHT ONLINE PROGRAM

SELECTING THE RIGHT MUSIC BUSINESS ONLINE DEGREE PROGRAM IS CRITICAL TO ENSURING A SUCCESSFUL EDUCATIONAL EXPERIENCE. PROSPECTIVE STUDENTS SHOULD CONSIDER SEVERAL FACTORS WHEN EVALUATING THEIR OPTIONS.

ACCREDITATION AND REPUTATION

IT IS ESSENTIAL TO CHOOSE A PROGRAM THAT IS ACCREDITED AND HAS A GOOD REPUTATION IN THE INDUSTRY. ACCREDITATION ENSURES THAT THE PROGRAM MEETS SPECIFIC EDUCATIONAL STANDARDS, WHICH CAN AFFECT JOB PROSPECTS AFTER GRADUATION. RESEARCHING THE INSTITUTION'S HISTORY, ALUMNI SUCCESS, AND INDUSTRY CONNECTIONS CAN PROVIDE VALUABLE INSIGHTS.

CURRICULUM AND FACULTY

REVIEWING THE CURRICULUM IS CRUCIAL TO ENSURING IT ALIGNS WITH YOUR CAREER GOALS. LOOK FOR PROGRAMS THAT OFFER COURSES IN AREAS YOU ARE INTERESTED IN. ADDITIONALLY, CONSIDER THE FACULTY'S EXPERIENCE AND QUALIFICATIONS, AS INSTRUCTORS WITH INDUSTRY EXPERIENCE CAN PROVIDE PRACTICAL INSIGHTS AND NETWORKING OPPORTUNITIES.

FLEXIBILITY AND SUPPORT SERVICES

SINCE STUDENTS MAY BE BALANCING OTHER COMMITMENTS, THE FLEXIBILITY OF THE PROGRAM IS ESSENTIAL. INVESTIGATE THE STRUCTURE OF THE COURSES, DEADLINES, AND AVAILABILITY OF SUPPORT SERVICES SUCH AS ACADEMIC ADVISING AND CAREER COUNSELING.

CONCLUSION

OBTAINING A MUSIC BUSINESS ONLINE DEGREE CAN SIGNIFICANTLY ENHANCE ONE'S PROSPECTS IN THE DYNAMIC AND COMPETITIVE MUSIC INDUSTRY. WITH A COMPREHENSIVE CURRICULUM THAT COVERS ESSENTIAL ASPECTS OF THE BUSINESS, STUDENTS ARE WELL-PREPARED FOR VARIOUS CAREER PATHS. THE FLEXIBILITY OF ONLINE PROGRAMS MAKES EDUCATION ACCESSIBLE FOR A WIDE RANGE OF STUDENTS, ALLOWING THEM TO BALANCE THEIR STUDIES WITH OTHER COMMITMENTS. BY CHOOSING THE RIGHT PROGRAM, GRADUATES CAN POSITION THEMSELVES FOR SUCCESS, EQUIPPED WITH THE KNOWLEDGE AND SKILLS NEEDED TO THRIVE IN THE EVOLVING MUSIC LANDSCAPE.

Q: WHAT IS A MUSIC BUSINESS ONLINE DEGREE?

A: A MUSIC BUSINESS ONLINE DEGREE IS AN ACADEMIC PROGRAM THAT FOCUSES ON VARIOUS ASPECTS OF THE MUSIC INDUSTRY, INCLUDING MANAGEMENT, MARKETING, PRODUCTION, AND LEGAL ISSUES, DELIVERED THROUGH AN ONLINE PLATFORM.

Q: WHAT ARE THE BENEFITS OF PURSUING A MUSIC BUSINESS ONLINE DEGREE?

A: BENEFITS INCLUDE FLEXIBILITY IN LEARNING, ACCESS TO DIVERSE RESOURCES, NETWORKING OPPORTUNITIES, AND COST-EFFECTIVENESS COMPARED TO TRADITIONAL ON-CAMPUS PROGRAMS.

Q: WHAT TYPES OF COURSES ARE INCLUDED IN A MUSIC BUSINESS DEGREE PROGRAM?

A: COMMON COURSES INCLUDE MUSIC MARKETING, MUSIC LAW, ARTIST MANAGEMENT, AND MUSIC PRODUCTION, ALONG WITH VARIOUS ELECTIVES THAT ALLOW STUDENTS TO SPECIALIZE IN THEIR AREAS OF INTEREST.

Q: WHAT CAREER OPPORTUNITIES ARE AVAILABLE WITH A MUSIC BUSINESS ONLINE DEGREE?

A: GRADUATES CAN PURSUE CAREERS IN ARTIST MANAGEMENT, MUSIC MARKETING, PRODUCTION, PUBLIC RELATIONS, AND EVENT MANAGEMENT, AMONG OTHER ROLES IN THE MUSIC INDUSTRY.

Q: HOW DO I CHOOSE THE RIGHT ONLINE MUSIC BUSINESS PROGRAM?

A: CONSIDER FACTORS SUCH AS ACCREDITATION, CURRICULUM RELEVANCE, FACULTY EXPERIENCE, FLEXIBILITY, AND AVAILABLE SUPPORT SERVICES WHEN SELECTING A PROGRAM.

Q: IS AN ONLINE MUSIC BUSINESS DEGREE RESPECTED IN THE INDUSTRY?

A: YES, AS LONG AS THE PROGRAM IS ACCREDITED AND HAS A GOOD REPUTATION, EMPLOYERS GENERALLY RESPECT ONLINE DEGREES, ESPECIALLY WHEN BACKED BY RELEVANT EXPERIENCE.

Q: CAN I WORK WHILE PURSUING A MUSIC BUSINESS ONLINE DEGREE?

A: YES, ONE OF THE MAIN ADVANTAGES OF AN ONLINE DEGREE IS THE FLEXIBILITY IT OFFERS, ALLOWING STUDENTS TO BALANCE WORK AND STUDIES.

Q: WHAT SKILLS WILL I GAIN FROM A MUSIC BUSINESS ONLINE DEGREE?

A: STUDENTS WILL GAIN SKILLS IN MANAGEMENT, MARKETING, COMMUNICATION, PRODUCTION TECHNIQUES, AND LEGAL KNOWLEDGE RELEVANT TO THE MUSIC INDUSTRY.

Q: HOW LONG DOES IT TYPICALLY TAKE TO COMPLETE A MUSIC BUSINESS ONLINE DEGREE?

A: MOST ONLINE DEGREE PROGRAMS CAN BE COMPLETED WITHIN 2 TO 4 YEARS, DEPENDING ON THE PROGRAM STRUCTURE AND WHETHER THE STUDENT IS STUDYING FULL-TIME OR PART-TIME.

Q: ARE THERE INTERNSHIP OPPORTUNITIES AVAILABLE FOR ONLINE MUSIC BUSINESS STUDENTS?

A: MANY PROGRAMS OFFER INTERNSHIP OPPORTUNITIES OR PARTNERSHIPS WITH MUSIC INDUSTRY ORGANIZATIONS, ALLOWING STUDENTS TO GAIN PRACTICAL EXPERIENCE.

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music business online degree: *Introduction to the Music Industry* Catherine Fitterman Radbill, 2016-09-01 *Introduction to the Music Industry: An Entrepreneurial Approach*, Second Edition is an introductory textbook that offers a fresh perspective in one of the fastest-changing businesses in the world today. It engages students with creative problem-solving activities, collaborative projects and case studies as they explore the inner workings of the music business, while encouraging them to think like entrepreneurs on a path toward their own successful careers in the industry. This new edition includes a revised chapter organization, with chapters streamlined to focus on topics most important to music business students, while also maintaining its user-friendly chapter approach. Supported by an updated companion website, this book equips music business students and performance majors with the knowledge and tools to adopt and integrate entrepreneurial thinking successfully into practice and shape the future of the industry.

music business online degree: *Artist Management for the Music Business* Paul Allen, 2022-03-20 Anyone managing an artist's career needs to be well versed and have a savvy understanding of the moving parts of the music business. Learn how and why those moving parts move, as well as how to manage and navigate a music-based career. *Artist Management for the Music Business* gives a comprehensive view of how to generate income through music and how to strategically plan for future growth. The book is full of valuable practical insights. It includes interviews and case studies with examples of real-world management issues and outcomes. Updates to this new edition include a new chapter for independent, self-managing artists, expanded and updated sections on networking, social media, and streaming, and a basic introduction to data analytics for the music business. This book gives access to resources about artist management and the music business at its companion website, www.artistmanagementonline.com.

music business online degree: *Music Business Handbook and Career Guide* David Baskerville, 2006 The new eighth edition of the *Music Business Handbook And Career Guide* maintains the tradition of this classic text as the most comprehensive, up-to-date guide to the \$100 billion music industry. More than 100,000 students and professionals have turned to earlier editions of the Baskerville Handbook to understand the art, profession, and business of music. Thoroughly revised, the eighth edition includes complete coverage of all aspects of the music industry, including songwriting, publishing, copyright, licensing, artist management, promotion, retailing, media, and much more. There is a complete section on careers in music, including specific advice on getting started in the music business. Generously illustrated with tables and photographs, the Guide also contains a complete appendix with sample copyright forms, writing and publishing agreements, directories of professional organizations, and a comprehensive glossary and index. The eighth edition has been completely updated, with particular emphasis on online music and its impact on the rest of the industry.

music business online degree: *Music Business For Dummies* Loren Weisman, 2015-06-29 Start your music career off right with this fun guide to the music industry *Music Business For Dummies* explains the ins and outs of the music industry for artists and business people just starting out. You'll learn how file-sharing, streaming, and iTunes have transformed the industry, and how to navigate your way through the new distribution models to capitalize on your work. It all begins with the right team, and this practical guide explains who you need to have on your side as you begin to grow and get more exposure. Coverage includes rehearsing, performing, recording, publishing,

copyrights, royalties, and much more, giving you the information you need to start your career off smart. Music industry success has never been easy to achieve, and recent transformations and disruptions to the business side have made the whole idea even more daunting than before. This guide gives you a roadmap around the landmines, and provides expert advice for starting out on the right foot. Find the right players, agents, and business managers Make more money from your work with smart distribution Build your brand and get people talking about you Get gigs, go on tour, and keep on growing If music is your calling, you need to plan your career in a way that sets you up for success from the very beginning. Put the right people in place, get the most out of your investments, and learn how to work the crowd both virtually and in person. Music Business For Dummies is your companion on your journey to the music career you want.

music business online degree: Music Business and the Experience Economy Peter Tschmuck, Philip L. Pearce, Steven Campbell, 2013-04-16 Music Business and the Experience Economy is the first book on the music business in Australasia from an academic perspective. In a cross-disciplinary approach, the contributions deal with a wide-range of topics concerning the production, distribution and consumption of music in the digital age. The interrelationship of legal, aesthetic and economic aspects in the production of music in Australasia is also highlighted as well as the emergence of new business models, the role of P2P file sharing, and the live music sector. In addition, the impact of the digital revolution on music experience and valuation, the role of music for tourism and for branding, and last but not least the developments of higher music education, are discussed from different perspectives.

music business online degree: The Music Business Dick Weissman, 2011-04-20 The Must-Have Guide for Breaking into the Music Business Completely revised and updated for the twenty-first century, The Music Business provides essential career advice and information on how to get started and advance in all areas of the music industry—from an author who's had careers in music as an artist and professor for more than two decades. This comprehensive volume gives you guidance and information on: • Starting your music career • The ins and outs of recording contracts • Record producing and music engineering • The distribution and sale of records • The Internet and MP3s, and their effects on the music industry • The latest computer programs • Copyright law • Composing music and songwriting • Music education • The international music industry • And much more . . . The Music Business is an indispensable reference for anyone who wants to begin a career in any of the industry's facets, as well as an invaluable aid to professional and would-be professional musicians alike.

music business online degree: Two-Year Colleges - 2010 Peterson's, 2009-07-24 Now Let Us Find the Right One for You. Peterson's has more than 40 years of experience working with students, parents, educators, guidance counselors, and administrators in helping to match the right student with the right college. We do our research. You'll find only the most objective and accurate information in our guides and on Petersons.com. We're with you every step of the way. With Peterson's resources for test prep, financial aid, essay writing, and education exploration, you'll be prepared for success. Cost should never be a barrier to receiving a high-quality education. Peterson's provides the information and guidance you need on tuition, scholarships, and financial aid to make education more affordable. What's Inside? Up-to-date facts and figures on application requirements, tuition, degree programs, student body profiles, faculty, and contacts Quick-Reference Chart to pinpoint colleges that meet your criteria Valuable tips on preparing for and scoring high on standardized tests Expert advice for adult learners and international students Book jacket.

music business online degree: China's Music Industry Unplugged Zhen Troy Chen, 2021-09-13 This research book is the first of its kind to conduct an interdisciplinary research on the recent and dramatic developments in China's music industries with a particular focus on business models, copyright protection, and artist compensation. The monograph explores and discusses proper business models through which revenue can be generated and maintained in a changing copyright climate and transforming business environment. It also discusses how musicians can be

fairly compensated in the online platform economy informed by social entrepreneurship. This book is distinctive in the sense that it explores the intersection of cultural and creative industries, legal studies, business studies, and new media. It uses a qualitative and mixed-method approach to study business innovations and institutions in the making in the second largest economy which is also gaining cultural and political significance around the world.

music business online degree: The Music Business and Digital Impacts Daniel Nordgård, 2018-09-28 This book provides rare insights into the difficult and complex dialogues between stakeholders within and outside the music industries in a time of transition. It builds on a series of recorded meetings in which key stakeholders discuss and assess options and considerations for the music industries' transition to a digital era. These talks were closed to the public and operated under the Chatham House Rule, which means that they involved a very different type of discussion from those held in public settings, panels or conferences. As such, the book offers a much more nuanced understanding of the industries' difficulties in adjusting to changing conditions, demonstrating the internal power-struggles and differences that make digital change so difficult. After presenting a theoretical framework for assessing digital change in the music industries, the author then provides his research findings, including quotes from the Kristiansand Roundtable Conference. Following from these findings, he develops three critical concepts that explain the nature as well as the problems of the music industries' adaptation process. In conclusion, he challenges the general definition of crisis in the music industries and contradicts the widely held view that digitalization is a case of vertical integration.

music business online degree: Introduction to the Music Industry: An Entrepreneurial Approach Catherine Fitterman Radbill, 2012-09-10 Introduction to the Music Industry: An Entrepreneurial Approach is an introductory textbook that offers a fresh look at one of the fastest-changing businesses in the world today. Emphasizing the importance of entrepreneurial thinking for the music industry, this textbook engages college-level students in learning the fundamentals of the music business while discovering ways to shape the industry's future. Every chapter explores the inner workings of the music industry, using creative problem-solving exercises, discussion questions, collaborative projects, case studies, hands-on activities, and inspiring stories of actual music entrepreneurs. The textbook's companion website provides multi-media content, study guides, and an instructor's manual with lesson plans and suggestions for assessing students' work. This book will be beneficial to students who want to learn the basics of the music industry and be involved in some way, whether a professional working in support of artists, or an artist trying to launch his or her performing career.

music business online degree: *The Complete Idiot's Guide to the Music Business* Michael Miller, 2010-06-01 Instrumental in turning musicians into moneymakers The Complete Idiot's Guide® to the Music Business is written for every musician who needs to learn the business of music, as well as for all businesspeople entering the music industry. Author Michael Miller covers all the key business topics and reveals the wealth of job opportunities in the music industry from a business perspective. • Covers finding an agent, negotiating contracts, publishing songs, collecting royalties, and promotion strategies • Also covers such nonmusician industry careers as artist management, concert promotion, music production, and radio • Features essential information on the new frontiers of electronic and online music

music business online degree: *Web Marketing for the Music Business* Thomas William Hutchison, Tom Hutchison, 2013 Interested in promoting, selling, and distributing music online? Have the website but not sure what to do next? Web Marketing for the Music Business is designed to help develop the essential Internet presence needed for effective promotion, sales, and distribution. Author Tom Hutchison provides instructions on how to set up a website, as well as how to use the Internet to promote you or your client, and the website. Includes information on maximizing your site to increase traffic, online grassroots marketing tactics that will advance your career and how to best utilize social networking sites such as Facebook and Twitter. The accompanying website will keep you up-to-date, with online resources for web support. The author's blog is continuously

updated to include the latest breaking techniques for promotion. * Provides instruction on promoting both music and the artist on the Internet, showing how to develop maximum online exposure * Offers guidance in website development, to save money by getting the site up and running right the first time * Understand how the Internet is used by experts in the music business, benefit from their experience to make the Internet a tool that works for you

music business online degree: Record Label Marketing Clyde Philip Rolston, Amy Macy, Tom Hutchison, Paul Allen, 2015-11-19 Record Label Marketing, Third Edition is the essential resource to help you understand how recorded music is professionally marketed. Fully updated to reflect current trends in the industry, this edition is designed to benefit marketing professionals, music business students, and independent artists alike. As with previous editions, the third edition is accessible for readers new to marketing or to the music business. The book addresses classic marketing concepts while providing examples that are grounded in industry practice. Armed with this book, you'll master the jargon, concepts, and language to understand how music companies brand and market artists in the digital era. Features new to this edition include: Social media strategies including step-by-step tactics used by major and independent labels are presented in a new section contributed by Ariel Hyatt, owner of CYBER PR. An in-depth look at SoundScan and other big data matrices used as tools by all entities in the music business. An exploration of the varieties of branding with particular attention paid to the impact of branding to the artist and the music business in a new chapter contributed by Tammy Donham, former Vice President of the Country Music Association. The robust companion website, focalpress.com/cw/macy, features weblinks, exercises, and suggestions for further reading. Instructor resources include PowerPoint lecture outlines, a test bank, and suggested lesson plans.

music business online degree: The MusicSocket Music Industry Directory 2025 J. Paul Dyson, 2025-02-18 This indispensable directory is a must-have for anyone wanting to make it in the music industry. It gives you: • Hundreds of record labels • Hundreds of music managers • Indexes by genre, so you can quickly find all the right listings • Access to overseas markets It also provides free access to the entire current databases online, including over 1,200 record labels, and over 500 managers, with dozens of new and updated listings every month. Your free subscription can be taken out at any time until 2026, and comes packed with all the following features: Advanced search features Save searches and save time – set up to 15 search parameters specific to your work, save them, and then access the search results with a single click whenever you log in. You can even save multiple different searches if you have different types of work you are looking to place. Add personal notes to listings, visible only to you and fully searchable – helping you to organise your actions. Set reminders on listings to notify you when to submit your work, when to follow up, when to expect a reply, or any other custom action. Track which listings you've viewed and when, to help you organise your search – any listings which have changed since you last viewed them will be highlighted for your attention. Daily email updates As a subscriber you will be able to take advantage of our email alert service, meaning you can specify your particular interests, and we'll send you automatic email updates when we change or add a listing that matches them. So, if you're interested in labels dealing in hard rock in the United States you can have us send you emails with the latest updates about them – keeping you up to date without even having to log in. User feedback Our databases include a user feedback feature that allows our subscribers to leave feedback on each listing – giving you not only the chance to have your say about the markets you contact but giving a unique artist's perspective on the listings. Save on copyright protection fees If you're sending your work away to record labels and managers, you should first consider protecting your copyright. As a subscriber to MusicSocket you can do this through our site and save 10% on the copyright registration fees normally payable for protecting your work internationally through the Intellectual Property Rights Office (<https://www.CopyrightRegistrationService.com>).

music business online degree: The Music Industry Handbook Paul Rutter, 2011-05-20 The Music Industry Handbook provides a clear introduction to how the music industry works, unpacking the complex structures within the industry and mapping it as it exists today. Paul Rutter introduces

readers to key industry sectors in an easy-to-digest format, then goes on to explore the essential elements of these sectors and how they work in practice. The Music Industry Handbook opens with a foreword by Feargal Sharkey, and boasts interviews and profiles with major figures in the industry such as Pete Astor, Marius Carboni, Stu Lambert, Simon May and Mike Smith, offering insightful background knowledge into working in the music business. The book has a practical focus, yet it also discusses relevant theoretical perspectives and chronology, and thus avoids being simply an 'exposé'. In a fast-evolving market, the author offers advice on keeping up-to-date with future developments, and guides those wishing to enter the industry on the myriad of roles available. The Music Industry Handbook provides valuable business strategies and 'start-up' tools for those that wish to set up independent music ventures, and offers clear explanations of numerous issues including legal trading, ownership and IP music law, copyright, exploitation and protective measures, gatekeeping and hidden music income streams. Throughout the book are suggestions for further reading and valuable source links that guide the reader towards key music industry and media texts, as well as a comprehensive glossary of industry-related terms. The Music Industry Handbook will be invaluable to both new and veteran music-makers, promoters, musicians and managers, and students who want to build confident futures within the music industry.

music business online degree: *How To Make it in the Music Business* Siân Pattenden, 2012-05-31 Thousands of people want to break into the exciting, glamorous and hard-working music industry, but don't know how to go about it. *How to Make it in the Music Business* is a genuine insider's guide for anybody who wants to become a rock star, journalist, publicist, band manager, DJ, A&R person, songwriter or even a digital whiz kid. Fully updated with new information on the impact of new technology and digital music, this indispensable guide is a must for all budding music biz types.

music business online degree: *Becoming a YouTube Musician* Christopher Cayari, 2025-07-28 As the most-visited social media site on the internet, the video-sharing platform YouTube has become a highly influential space for musicmaking and learning. *Becoming a YouTube Musician: How People Learn, Create, and Connect Online* explores how YouTube creators and viewers are using digital video to create and consume music, develop online communities, and engage in formal, informal, and experimental music learning. Drawing on 26 case studies, the author challenges music educators to incorporate the learning, creative, and social practices of online musicians into their classrooms by helping students learn to participate in an online music system like YouTube. While this book serves as an in-depth analysis of a specific platform, the concepts within are more universal. *Becoming a YouTube Musician* encourages readers to consider how technology, media, and the internet can be used to innovate teaching by incorporating popular practices that exist on social media. The author shows educators how to apply lessons from the practices of YouTube musicians in their classrooms, facilitating student creativity and engagement in new ways.

music business online degree: *What They'll Never Tell You about the Music Business* Peter M. Thall, 2016 This insider guide discloses the hidden dynamics and often unfortunate consequences of what really happens when a deal is prepared, contracts are signed, and promises are made--and alerts musicians, attorneys, songwriters, and anyone else interested in the music business to the potent dangers lurking beneath the surface of this incredibly competitive industry.

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