



C-ID Descriptor

Music Careers and Entrepreneurship

Descriptor Details

- **Descriptor Title:** Music Careers and Entrepreneurship
- **C-ID Number:** 120
- **Units:** 3
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General Description

A survey of careers in music and closely-related fields, with emphasis on entrepreneurship, individual career options, and planning. Overview of the roles and responsibilities in music performance, education, composition, production, and business. Career research and planning.

Prerequisites

None

Corequisites

None

Advisories

None

Content

1. Research and awareness of the careers available in music and related industries
2. Discovering one's own interests, weaknesses, and strengths in area of expertise
3. Defining and understanding the entrepreneurial mindset
4. Starting a business
5. Business productivity software
6. Marketing oneself
7. People skills and networking
8. Personal finance for musicians/artists/entrepreneurs
9. Funding opportunities in music
10. Professional presentation

Lab Activities

No information provided

Objectives

Upon successful completion of the course, students should be able to:

1. Describe the various careers available in the music industry
2. Define personal strengths and weaknesses from an entrepreneurial viewpoint
3. Understand the framework of building and sustaining a business in music
4. Present oneself personally and professionally within the music industry

Evaluation Methods

Methods of Evaluation:

- Career research report, presentation, or project
- Chapter and/or lecture quizzes or exams
- Report or presentation on a career interview of a music industry professional

Textbooks

Beeching, Angela Miles. *Beyond Talent: Creating a Successful Career in Music*

Cutler, David. *The Savvy Musician: Building a Career, Earning a Living, & Making a Difference*

Redman, Michael. *The Best Jobs in the Music Industry: Straight Talk from Successful Music Pros*