

California State University, Chico

The B.A. in Music - Option in Music Industry

Option in Music Industry

The B.A. in Music with an option in Music Industry includes coursework in music, business, technology, and music industry. Areas of study include copyright, publishing, record company administration, management, marketing, contracting, etc. Students are prepared for further education or employment in various fields of the music industry including business management, personal management, A&R, marketing, promotion, and music law. School of the Arts Productions (SOTA), the practical learning and student-run component of the program, teaches students business skills and how to organize, manage, network, promote, and produce live concerts and events on-and-off campus.

University Application Information

Students should apply to the University and declare as “Music Industry” majors. You can find information about admissions and apply on line at <http://www.csuchico.edu/admissions/index.shtml> or by telephone at 530-898-6322 For general inquiries regarding the University contact information at info@csuchico.edu.



Internships/Placement

Internship opportunities throughout the United States, Europe, and Asia give students hands-on, real-life experiences and valuable insight in how the industry works. The Music Industry option has been very successful in helping students obtain internships and employment throughout the industry including Sony, Warner Bros., Ernie Ball, Chrysalis, Banff, Results, Global One, SXSW, ASCAP, MTV, Live Nation, Clear Channel, and many more.

Getting experience is one of the best ways to investigate whether or not a career area is appropriate for you. There are many ways that you can “test” a tentative career choice during your college years. All of these opportunities provide you with insight into a career field.

Experience is highly valued by a potential employer - even short-term or volunteer work. They are able to see your interest in a career field, as well as the career specific skills you have developed. Interest and skills are great indicators of your ability to contribute and succeed in their organization. While in college, these internships are taken for academic credit to build career related experiences. The Music Industry Option has been very successful in helping students obtain internships and employment throughout the industry.

Each Music Industry student is required to complete at least one internship during their time studying at Chico State.

Program Coordinator

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