



MUSIC MARKETING

YOUR PASSION

You launch albums and singles in the market and handle marketing throughout a record's life cycle.

YOUR SATISFACTION

You like to bring an artist and audience together. Your artistic sensibility gives you insight into an artist's unique talents.

OTHERS FUNCTIONS

Marketing director
Product manager
Advertising manager

YOUR MOTIVATION

You know the special nature of marketing music, so your intuition and sensibility are key assets for working on artistic projects.

You are also good at listening to clients and audiences. You use new media to develop your artists' fan pages, create buzz and increase online sales.

YOUR ASSETS

You know how to get your message across in all media outlets, including new media. You are creative and able to create visual consistency between the music and album covers, videos and posters. You have experience with the marketing techniques for product launches, POS promotions, market analyses and marketing research.