

Music (Liberal Arts) Major Overview:

The Music (Liberal Arts) major provides students with a broad foundation in music while emphasizing the flexibility of a liberal arts education. Students study music theory, history, performance, and musicianship while combining their coursework with other disciplines such as business, communications, marketing, psychology, history, or the sciences. This interdisciplinary approach prepares graduates for careers that value creativity, communication, and critical thinking, while also providing a strong foundation for graduate study in music and related fields.

Typical Industry Sectors:

1. Arts and Cultural Organizations
2. Business and Corporate Services
3. Higher Education
4. Marketing, Communications, and Media
5. Nonprofit Organizations

10 Sample Entry-Level Job Titles:

1. Arts Program Coordinator
2. Admissions Counselor
3. Alumni Relations Coordinator
4. Development Assistant
5. Marketing Coordinator
6. Communications Specialist
7. Event Coordinator
8. Music Library Assistant
9. Community Arts Coordinator
10. Customer Success Specialist

5 Hard Skills:

1. Music Theory and Analysis
2. Music History and Literature
3. Performance and Musicianship
4. Research and Information Literacy
5. Digital Media and Presentation Skills

5 Soft Skills:

1. Communication
2. Creativity
3. Critical Thinking
4. Teamwork and Collaboration
5. Adaptability

Additional Training or Certifications:

A bachelor's degree in Music (Liberal Arts) provides graduates with a versatile educational background that supports careers in the arts, business, higher education, communications, and nonprofit organizations. Depending on career goals, students may pursue certifications in project management, digital marketing, fundraising, event planning, or nonprofit management. Graduate study in music, arts administration, business, communications, higher education, or other interdisciplinary fields can further expand career opportunities. Internships, campus leadership experiences, and involvement in music ensembles are valuable ways to build professional skills and networks.

Student and National Organizations:

1. College Music Society (CMS)
2. National Association of Schools of Music (NASM)
3. Americans for the Arts
4. Association of Performing Arts Professionals (APAP)
5. Music Teachers National Association (MTNA)