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Music Business

Chapter Questions

3) Detail the responsibilities of the following departments in a major label: A&R, Distribution/Sales, Marketing, Catalog, Business and Legal Affairs, And Creative Services.

A&R- The responsibility of A&R ( Artist and Repertoire) is talent scouting and the artistic and commercial development of the recording artist. It also acts as a liaison between the artist and the record label

Distribution/Sales- Their responsibility is to manage sales. They sign deals with record labels or artists which then gives them the right to sell their music to shops. A distributor can only sell to shops that have an account with the distributor. Put simply, the distributing company act as a middleman between the artist/record label and the store

Marketing- A recording company marketing responsibility is to develop tactics to market and sell the record label's albums. Representatives may work globally or regionally

Catalog- Catalog marketing may devise, maintain the management systems for the catalog, and help promote and publicize the catalog. The catalog may be for the general public or specific

sectors of the general public such as music academics and researchers, or for the internal use of the company

**Business and Legal Affairs-** Specific job duties of legal affairs staff vary by position level, but they typically include providing management with effective legal advice on business issues and company strategies, selecting and overseeing the work of outside counsel, drafting and editing complex commercial agreements

A creative services manager (CSM) directs creative output for a brand from the early concept stages through to production. Duties include developing ideas on how to advertise, working with department leads to create a shared vision, and leading a design team to complete projects.