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Marketing Music

In the world today being an artist is not only about creating music, but it is directly related to creating your own brand and market value. This music business course has demonstrated a lot of technical aspects that correlate with the artists and their music. The questions mentioned in the video: Who? Where? How? and why? Are very important when considering your marketing strategy in music and I think this is beneficial for the artist and label to generate revenue. I am now aware that being an artist is not only surrounded by the production of music, but it is the fundamental aspect of brand development as well. Additionally, I am now wondering why some artists generally feel it necessary to not go to college and study the components of music and marketing because I am now convinced that these two elements play a significant role in the success of very artists.