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MUS349 Music Business
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March 29, 2023
Week Eleven

Artists & Producer Strategies

In the career development module the video we watched was about the stages in creating a successful career as an artist. The first stage talked about exploring and fueling your creativity in the field. I think that leasing beats is a great way to generate finance for yourself in order to start building your platform and marketing strategies in the later stages of development. As a young musician, I am fascinated by the producing aspects in the music industry. I also, think that it is something that I want to explore, which is why I am excited about the music technology course at Alliance University. I do not think that creativity and musical abilities are limited and only limitless once you are able to apply new skills and knowledge to what you learned.