



## Module I: Weeks 1/2, May 14–27

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### Module I: Weeks 1 and 2

#### Goals

- Be able to explain what "the Sweetwater Difference" is
- Be familiar with the types of resources available on the Sweetwater website, and how to get to them
- Understand how Sweetwater got started, and what Chuck Surack means by "The Sweetwater Difference"
- Meet the staff at your local music store, i.e. Muncie Music

#### Study

- Navigate the Sweetwater website
  - [Shop By Category](#)
  - [What's New](#)
  - [News & Research](#) - inSync - check out all the tabs: News & Features, Videos, Reviews, Buying Guides, Tech Tips, the Glossary, and Forums
  - [Support](#) - SweetCare
  - 2 year [warranty](#)
  - [Current job openings](#) - what types of jobs are open, what do they involve? Below you will find saved versions of the descriptions of sales engineer, intern, guitar technician, and sales assistant.
- Read:
  - Skim the entire Sweetwater ProGear catalog. Insert slips of paper or Post-a-notes to mark where the guitars, keyboards, and drums/percussion sections start.
  - [Chuck Surack](#) wikipedia page
  - [Interview with Jeff McDonald](#)
  - [Sweetwater's relationship with the MMP program](#)
- Watch:
  - the interview with Chuck Surack about doing the right thing (below)
  - the [Interview with Chuck Surack](#) on his story, starting around 0:33 into it
  - Jeff McDonald's talk on careers at Sweetwater (below)
- Fieldtrip:
  - Visit your local music retail store, i.e. Muncie Music. Talk with the staff and find out things like what sort of positions they have, what each person is responsible for, how long have they worked there, and what services they provide for customers.

#### Assignment - due by midnight on Monday, May 28

Write 1000 words or more answering the following questions, and upload your work in the space below. Please insert blank line between the answers to each question to make them easier to read.

- What is the difference between the types of services people provide in sales, tech support, and customer service positions? What skill(s) do you have you think would be helpful in each of those three types of positions? Which

one are you most interested in? Why?

- Why would you want to work at Sweetwater or other products company? On a scale of 1 to 5, how passionate are you about going for that?
- What is "the Sweetwater Difference"?
- What area of your studies are you willing to put in the most effort into? Do you try to exceed expectations there? Give an example of something you've done that meets or exceeds your teacher's expectations.
- Which categories of products in the Sweetwater ProGear catalog most and least familiar with?
- What sections of the Sweetwater website do you think will be most useful to you in preparing for a comprehensive exam about the products they sell? What makes those sections more useful than others?



### Interview with Chuck Surack

Check out this interview with Chuck Surack, founder and president of Sweetwater Sound. How does "doing the right thing" lead to a successful business (and life)?

#### Excerpt of interview with Chuck Surack



### Jeff McDonald talking about careers at Sweetwater

#### Careers at Sweetwater 4 6 18



### **Module I**

Upload the 1000 or more words answering the questions for Module I.

Click on the "Write Submission" button and paste them into the box that opens underneath, not in the Assignment Submission or Add Comments section.



### Saved job descriptions

Enabled: Statistics Tracking

- Attached Files:
- [Sales Assistant | Sweetwater Careers.pdf](#) (61.773 KB)
  - [Guitar Technician | Sweetwater Careers.pdf](#) (53.257 KB)
  - [Internships | Sweetwater Careers.pdf](#) (78.352 KB)
  - [Sales Engineer | Sweetwater Careers.pdf](#) (94.053 KB)