

# Quick Facts & Info for Parents

## About Marketing

**Teacher:** Mr. Walker

**E-mail address:** [twalker2@wcpss.net](mailto:twalker2@wcpss.net)

**School phone number:** (919) 562-3600

### Class areas of concentration:

- Marketing, career opportunities, market planning, and foundation of marketing-information management.
- Selling, customer relations, and product management.
- Product/service management, pricing, and channel management.
- Promotion, marketing-information management, and selling.



### What's needed:

- Pencils/Pens/Binder
- Willingness to learn & work
- Open Mind & Positive Attitude

### Grading and Assessment:

Tests	30%	<b>Semester Average:</b>	
Projects	20%	1 <sup>st</sup> quarter grade	40%
Quizzes/Notebook	15%	2 <sup>nd</sup> quarter grade	40%
Classwork	35%	Final Exam	20%

### Report Card Dates:

- Monday, November 5, 2014
- Tuesday, January 27, 2015

### Final Exams

January 13 - 16, 2015

### Progress Report Dates:

- Friday, September 26, 2014
- Friday, December 5, 2014

**Class web site:** <http://www.edmodo.com>. Please use the Parent code to log in to see the progress of your son/daughter. If your son/daughter should be absent, assignments, tests, and quiz announcements will be posted on Edmodo.

**You can also visit my personal site at:** [mrtwalker.weebly.com](http://mrtwalker.weebly.com) for more information.



August 26, 2013

Dear Parents/Guardians:

I look forward to working with you and your son/daughter this semester. Having your son/daughter in our Career & Technical Education classes will provide him/her with the needs, interests, abilities, and aspirations to respond to actual or anticipated opportunities for employment, advanced education, and practical life application.

To be able to start the semester without any complications, I would like you to help me provide the best learning environment I can for your child. At your earliest convenience, please send me an email that gives me some insight as to how we can make your child have a successful semester in my class. If you do not have email, please feel free to send in a written response in a sealed envelope. Some suggestions of what you might include about your child:

- Any accommodations that your child routinely uses in class to help them be successful (please be sure to include if your child has an IEP or 504 Plan).
- Your child's ideal method for learning new material, as well as, their least successful method for learning new material.
- Subjects that have really sparked an interest in your child.
- Anything else you think will help me understand your child.

Please note my email address. This seems to be the easiest means of contacting teachers in our ever-growing high school. I would appreciate having your email address in exchange. Your email address will allow me to send you periodic updates for the class. Please feel free to email me at any time throughout the semester with concerns.

**Assignments:** I will be using Edmodo in my classroom on a daily basis. *Edmodo* provides a safe and easy way for my class to connect and collaborate, share content, and access assignments and grades via the Internet. The website address is: [www.edmodo.com](http://www.edmodo.com). Parents can also access this system to see their child's progress and quality of work. Please email me to request your account information as it is different for each student/parent.

**Grading:** Your son/daughter's grades will be posted in Edmodo within a few days after work is turned in. North Carolina is now using the Home Base student information system. This system has replaced SPAN. Unfortunately, parents will not have access to this system until late October (tentatively). I encourage you to email me to request the parent log in for your son/daughter's Edmodo account. This will help you stay abreast of assignments and grades.

**You can also visit my personal site at: [mrtwalker.weebly.com](http://mrtwalker.weebly.com) for more information.**