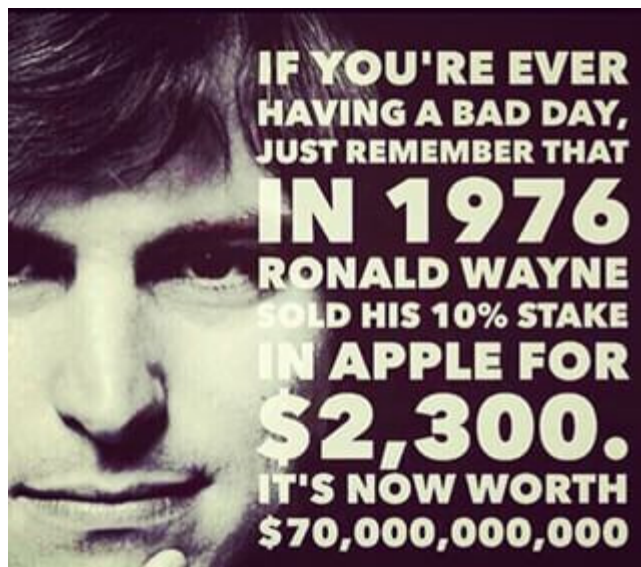


**2018**

**DURHAM INTERMEDIATE SCHOOL**

# **STOCK MARKET CHALLENGE**

**Including 7<sup>th</sup> and 8<sup>th</sup> grade financial literacy TEKS**



Actually as of October 2018  
this would now be worth over  
\$100,000,000,000.

## The 2018 Durham Intermediate Stock Market Challenge

**Connecting students to the global economy with virtual investing  
and real-world learning.**

### *Overview*

Welcome to the Stock Market Challenge! Your team's goal is to make the most money possible before the end date of the challenge: May 17, 2019.

Your team will purchase a portfolio of 10 stocks from the given list. Your portfolio includes:

- 2 Consumer Stocks
- 1 Mega Cap Stock
- 3 Services Stocks
- 2 Technology Stocks
- 1 Financial Stock
- 1 additional stock from any category

Your team will buy \$10,000 of each of the 10 companies you choose (total of \$100,000). The purchases will be made at the close of business on October 19, 2018.

Every other week your team will update the individual stock prices to determine your new total dollar amount.

Who may participate?

- Mr. Mangham's math students will enter as teams of 3 or 4
- Any other DIS math student, group of students, or class of students may enter
- Parents or siblings of students may enter individually or as a family
- DIS teachers and staff may enter individually or as a group



## The 2018 DIS Stock Market Challenge

### **What is the stock market?**

The stock market is an everyday term we use to talk about a place where stocks are "traded" – meaning bought and sold. For many people, that is the first thing that comes to mind for investing. The goal is to buy the stock, hold it for a time, and then sell the stock for more than you paid for it.

### **How long do you hang on to stock?**

Investors who hold stock for 15 years or more usually succeed in the market. Stocks are long-term investments. But there are no guarantees.

### **What are stocks?**

Stocks are units of ownership in a company. Businesses raise money by selling stock to people. Companies sell stock to get money to:

Research better ways to make things, Create new products, Improve the products they have, Hire more employees, Enlarge or modernize their buildings

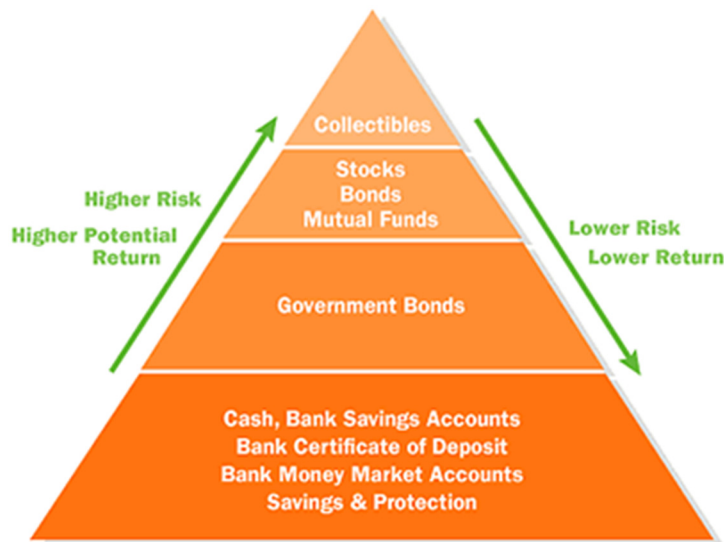
### **How does it work?**

When you buy stock, you become a shareholder, which means you now own a "part" of the company. If the company's profits go up, you "share" in those profits. If the company's profits fall, so does the price of your stock. If you sold your stock on a day when the price of that stock falls below the price you paid for it, you would lose money.

In the stock market, prices rise and fall every day. When you invest in the stock market, you are hoping that over the years, the stock will become much more valuable than the price you paid for it.

### **What does it mean if one stock is at a higher price than another stock?**

It means absolutely nothing. You cannot compare prices of different stocks to tell which one is doing better.



Taken from: <http://www.themint.org/kids/>

## **6 Key Things to Know About the Stock Market**

### **1. The actual price of a stock means nothing.**

For example, let's say ManghamMath become a public company and it was worth \$100. I could sell 10 shares of my company for \$10 each or 20 shares for \$5 each or 100 shares for \$1 each. In all three scenarios – when my stock was \$10 or \$5 or \$1 – my company was worth \$100. Don't choose a company just because the stock price is higher – look at its stock price history.

### **2. The Dow, and NASDAQ, and the S&P are averages that track a variety of stocks.**

If you see or hear business headlines they will often mention one of the three names above. The Dow (also known as the Dow Jones Industrial Average) is a combination of 30 major companies' stock prices. The NASDAQ and the S&P (or S&P 500) are also indicators of the entire market.

### **3. Over short periods of time almost anything can happen. Over long periods of time great companies to continue to perform well.**

In the early 2000s Amazon's stock price fell by 94%. \$10,000 would have become \$600. However, if you bought Amazon when it became public in 1997 and never sold you would have made tons of money. \$10,000 would have turned into just over \$10,000,000.

### **4. Buy what you know.**

For students or adults or anyone just getting started in buying individual stocks a saying is, "Buy what you know." That means investing in companies you know about and companies that you like and you buy and use their products. You might also think about companies and products that your parents or grandparents or even brothers or sisters use.

### **5. Diversify.**

You don't want to put all your money in one company or in companies that are all in similar businesses. As part of our game you will spread out your money in consumer stocks, service stocks, technology stocks, and financial stocks. Often times stocks in one category or in similar businesses go up together or down together.

### **6. To decide what to invest in you have to try to predict the future.**

Everyone knows exactly how much money a company is making today. Will the cool company today not be cool 10 years from now? Will more competitors show up? Will the cool company today come up even more awesome stuff in the future?

# STOCKS NAMES

## Stocks and What They Do

CPB	Campbell Soup	Campbell's Soup, Pepperidge Farm cookies, more
CLX	Clorox	Glad, Pine-Sol, Tliex, Hidden Valley, more
COH	Coach	Coach, Kate Spade
KO	Coca-Cola	Coke, Sprite, Minute Maid, Powerade, Dasani
CL	Colgate-Palmolive	shampoos, deodorants, home care, more
DPS	Dr. Pepper Snapple	Dr. Pepper, 7UP, A&W, Crush, Snapple, more
GIS	General Mills	Cheerios, Haagen-Dazs, Yoplait, Betty Crocker
HAS	Hasbro	Monopoly, Transformers, My Little Pony, more
SJM	JM Smucker	Jif, Smuckers, Folgers, Milk-Bone, more
K	Kellogg	Frosted Flakes, Pop- Tarts, Eggos, more
KHC	Kraft Heinz	Oscar Mayer, Planters, Ore-Ida, Philadelphia, more
MAT	Mattel	Barbie, Hot Wheels, American Girl, more
PEP	PepsiCo	Pepsi, Gatorade, Doritos, Cheetos, more
PG	Procter & Gamble	Tide, Charmin, Pampers, Pantene, more
TPR	Tapestry	Coach, Kate Spade, more
TSN	Tyson Foods	Tyson, Jimmy Dean, Ball Park, Hillshire Farm
WHR	Whirlpool	Whirlpool, KitchenAid, Maytag, more
BKNG	Booking Holdings	Booking.com, Priceline, more
CCL	Carnival	Cruise Line, Holland America, Princess Cruises
MAR	Marriott	Marriott Hotels, Courtyard, Sheraton
GPS	The Gap	Gap, Old Navy, Banana Republic
YUM	YUM Brands	Pizza Hut, KFC, Taco Bell
GOOGL	Alphabet	Google
EA	Electronic Arts	EA Sports, Madden, FIFA
HPQ	HP	HP computers and printers
SNAP	Snap	Snapchat

**COOL TEAM NAME:** \_\_\_\_\_

**NAME(S):** \_\_\_\_\_

**Stock Choices:** Place an X in the boxes of the 10 stocks your team wishes to purchase.

**2 Consumer, 1 Megacap, 3 Services, 2 Technology, 1 Financial, 1 Any Category**

**OUR STOCK PURCHASES**

Will be purchased at the end of the trading day Friday, 10/19

CONSUMER (2)			SERVICES (3)			TECHNOLOGY (2)		
1	CPB	Campbell Soup	32	FOX	21st Century Fox	63	ADBE	Adobe
2	CLX	Clorox	33	BABA	Alibaba	64	T	AT&T
3	KO	Coca-Cola	34	AAL	American Airlines	65	CSCO	Cisco
4	CL	Colgate-Palmolive	35	BBY	Best Buy	66	EA	Electronic Arts
5	FL	Foot Locker	36	BKNG	Booking Holdings	67	HPQ	HP
6	F	Ford	37	CCL	Carnival	68	IBM	IBM
7	GIS	General Mills	38	CMG	Chipotle	69	INTC	Intel
8	GM	General Motors	39	COST	Costco	70	NVDA	NVIDIA
9	GPRO	GoPro	40	DG	Dollar General	71	ORCL	Oracle
10	HOG	Harley-Davidson	41	EBAY	EBay	72	QCOM	Qualcomm
11	HAS	Hasbro	42	EXPE	Expedia	73	SNAP	Snap
12	HSY	Hershey	43	FDX	FedEx	74	SNE	Sony
13	SJM	JM Smucker	44	HLT	Hilton	75	S	Sprint
14	K	Kellogg	45	HD	Home Depot	76	TXN	Texas Instruments
15	KDP	Keurig Dr. Pepper	46	KSS	Kohls	77	TRIP	TripAdvisor
16	KHC	Kraft Heinz	47	KR	Kroger	78	TWTR	Twitter
17	MAT	Mattel	48	LOW	Lowe's	79	VZ	Verizon
18	NKE	Nike	49	MAR	Marriott	80	WDC	Western Digital
19	PEP	PepsiCo	50	MCD	McDonald's	<b>FINANCIAL (1)</b>		
20	PG	Procter & Gamble	51	NFLX	Netflix	81	AFL	AFLAC
21	RL	Ralph Lauren	52	JWN	Nordstrom	82	ALLY	Ally Financial
22	TPR	Tapestry	53	ROST	Ross Stores	83	AXP	American Express
23	TSLA	Tesla	54	SIRI	Sirius XM	84	BAC	Bank of America
24	TSN	Tyson Foods	55	LUV	Southwest Airlines	85	COF	Capital One
25	UAA	Under Armour	56	SBUX	Starbucks	86	C	Citigroup
26	WHR	Whirlpool	57	TGT	Target	87	GS	Goldman Sachs
<b>MEGACAP (1)</b>			58	GPS	The Gap	88	JPM	JP Morgan Chase
27	AAPL	Apple	59	UAL	United Continental	89	MA	MasterCard
28	AMZN	Amazon	60	WMT	Walmart	90	MET	MetLife
29	MSFT	Microsoft	61	DIS	Walt Disney	91	MS	Morgan Stanley
30	GOOGL	Alphabet	62	YUM	YUM Brands	92	PYPL	PayPal
31	FB	Facebook				93	SQ	Square
						94	TRV	The Travelers
						95	V	Visa
						96	WFC	Wells Fargo

### Stock Information Summary

Each student is to complete one of these pages for 4 different stocks.

TEAM NAME: \_\_\_\_\_ STUDENT NAME: \_\_\_\_\_

STOCK NAME: \_\_\_\_\_ STOCK SYMBOL: \_\_\_\_\_

Go to: <https://www.msn.com/en-us/money>

Find the box that says Quote Search where you can enter the Stock Symbol for your company.

***Down below the chart you will find data about your company.***

What price did your company close at yesterday (Previous close)?

#### ***Click Analysis***

What was the Revenue last year (how much did they sell)?

What was the Net Income (Profit) last year?

Market Cap is how much the entire company is currently worth.

What is your company's Market Cap?

What is the company's Net Profit Margin?

#### ***Click Growth***

What was the Net Income Growth last year (% more they made than the year before)?

***Click Summary to see the graph. Change it to 5 Year or All. You can press the chart to find any particular date.***

Stock Price One-Year Ago (10/01/17):

Stock Price Three-Years Ago (10/01/15):

Stock Price Five-Years Ago (10/01/13):

Stock Price Ten-Years Ago (10/01/08):

#### ***Click Company.***

How many employees does your company have?

In your own words, summarize the paragraph about your company (what does your company do/sell)?

What do you/your group/your family know about this company?