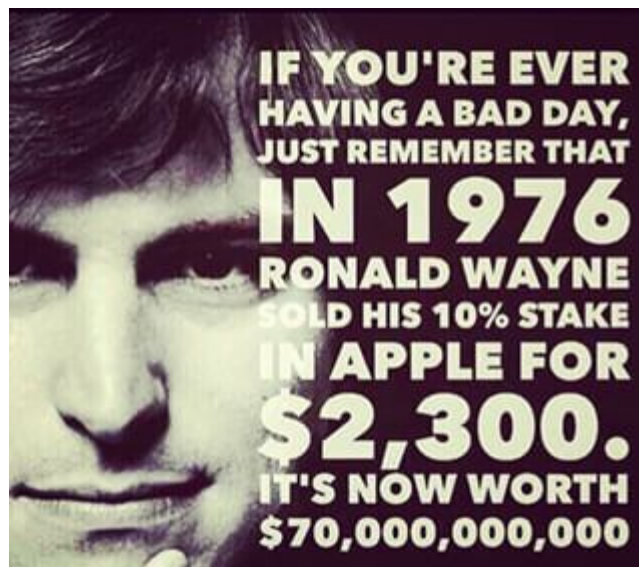


2017

DURHAM INTERMEDIATE SCHOOL

STOCK MARKET CHALLENGE

Including 7th and 8th grade financial literacy TEKS



The 2017 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 25, 2018.

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

- 2 Consumer Stocks
- 2 Services Stocks
- 2 Technology Stocks
- 1 Financial Stock
- 3 additional stocks 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 27, 2017.

Each 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 2017 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

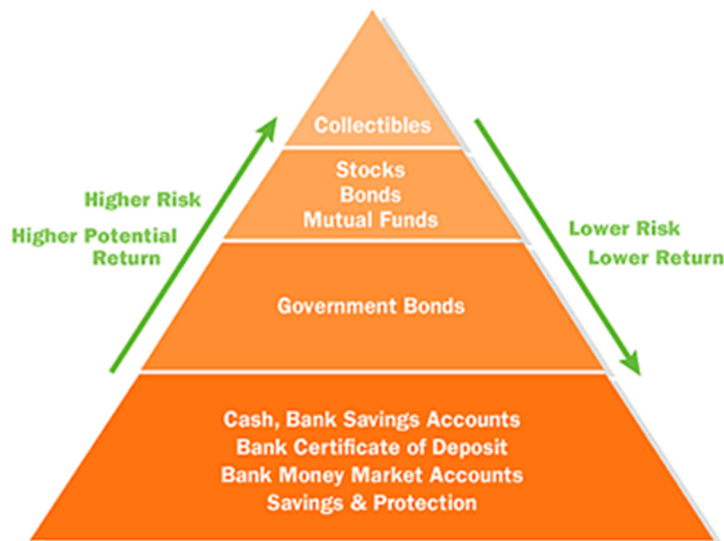
How does it work?

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/>

7 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 long periods of time great companies to continue to perform well.

If you bought Amazon when it became public in 1997 and never sold you would have made tons of money. \$100 would have turned into \$66,000.

4. Over short periods of time almost anything can happen.

However, if you owned Amazon from late 1999 to September 2001 you would have lost 94% of your money. \$100 would have turned into \$6.

5. 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.

6. 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.

7. 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 TO CONSIDER

CONSUMER

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
FL	Foot Locker	
F	Ford	
GIS	General Mills	Cheerios, Haagen-Dazs, Yoplait, Betty Crocker
GM	General Motors	
GPRO	GoPro	
HOG	Harley-Davidson	
HAS	Hasbro	Monopoly, Transformers, My Little Pony, more
HSY	Hershey	
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
NKE	Nike	
PEP	PepsiCo	Pepsi, Gatorade, Doritos, Cheetos, more
PG	Procter & Gamble	Tide, Charmin, Pampers, Pantene, more
RL	Ralph Lauren	
TSLA	Tesla	
TSN	Tyson Foods	Tyson, Jimmy Dean, Ball Park, Hillshire Farm
UAA	Under Armour	
WHR	Whirlpool	Whirlpool, KitchenAid, Maytag, more

SERVICES

FOX	21st Century Fox	
BABA	Alibaba	
AMZN	Amazon	
AAL	American Airlines	
BBY	Best Buy	
CCL	Carnival	Cruise Line, Holland America, Princess Cruises
CMG	Chipotle	
COST	Costco	
DG	Dollar General	
EBAY	EBay	
EXPE	Expedia	
FDX	FedEx	
HLT	Hilton	
HD	Home Depot	
KSS	Kohls	
KR	Kroger	
LOW	Lowe's	
MAR	Marriott	Marriott Hotels, Courtyard, Sheraton
MCD	McDonald's	
NFLX	Netflix	
JWN	Nordstrom	
PCLN	Priceline	
ROST	Ross Stores	
SIRI	Sirius XM Holdings	
LUV	Southwest Airlines	
SPLS	Staples	
SBUX	Starbucks	
TGT	Target	
GPS	The Gap	Gap, Old Navy, Banana Republic
UAL	United Continental	
WMT	Walmart	
DIS	Walt Disney	
YUM	YUM Brands	Pizza Hut, KFC, Taco Bell

TECHNOLOGY

ADBE	Adobe	
GOOGL	Alphabet	Google
AAPL	Apple	
T	AT&T	
CSCO	Cisco	
EA	Electronic Arts	EA Sports, Madden, FIFA
FB	Facebook	
HPQ	HP	HP computers and printers
IBM	IBM	
INTC	Intel	
MSFT	Microsoft	
NVDA	NVIDIA	
ORCL	Oracle	
QCOM	Qualcomm	
SNAP	Snap	Snapchat
SNE	Sony	
S	Sprint	
TXN	Texas Instruments	
TRIP	TripAdvisor	
TWTR	Twitter	
VZ	Verizon	
WDC	Western Digital	

FINANCIAL

AFL	AFLAC	
ALLY	Ally Financial	
AXP	American Express	
BAC	Bank of America	
COF	Capital One	
C	Citigroup	
GS	Goldman Sachs	
JPM	JP Morgan Chase	
MA	MasterCard	
MET	MetLife	
MS	Morgan Stanley	
PYPL	PayPal	
TRV	The Travelers	
V	Visa	
WFC	Wells Fargo	

COOL TEAM NAME: _____

NAME(S): _____

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

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

OUR STOCK PURCHASES

Will be purchased at the end of the trading day Friday, 10/27

CONSUMER		SERVICES		TECHNOLOGY				
	CPB	Campbell Soup		FOX	21st Century Fox		ADBE	Adobe
	CLX	Clorox		BABA	Alibaba		GOOGL	Alphabet
	COH	Coach		AMZN	Amazon		AAPL	Apple
	KO	Coca-Cola		AAL	American Airlines		T	AT&T
	CL	Colgate-Palmolive		BBY	Best Buy		CSCO	Cisco
	DPS	Dr. Pepper Snapple		CCL	Carnival		EA	Electronic Arts
	FL	Foot Locker		CMG	Chipotle		FB	Facebook
	F	Ford		COST	Costco		HPQ	HP
	GIS	General Mills		DG	Dollar General		IBM	IBM
	GM	General Motors		EBAY	EBay		INTC	Intel
	GPRO	GoPro		EXPE	Expedia		MSFT	Microsoft
	HOG	Harley-Davidson		FDX	FedEx		NVDA	NVIDIA
	HAS	Hasbro		HLT	Hilton		ORCL	Oracle
	HSY	Hershey		HD	Home Depot		QCOM	Qualcomm
	SJM	JM Smucker		KSS	Kohls		SNAP	Snap
	K	Kellogg		KR	Kroger		SNE	Sony
	KHC	Kraft Heinz		LOW	Lowe's		S	Sprint
	MAT	Mattel		MAR	Marriott		TXN	Texas Instruments
	NKE	Nike		MCD	McDonald's		TRIP	TripAdvisor
	PEP	PepsiCo		NFLX	Netflix		TWTR	Twitter
	PG	Procter & Gamble		JWN	Nordstrom		VZ	Verizon
	RL	Ralph Lauren		PCLN	Priceline		WDC	Western Digital
	TSLA	Tesla		ROST	Ross Stores	FINANCIAL		
	TSN	Tyson Foods		SIRI	Sirius XM Holdings		AFL	AFLAC
	UAA	Under Armour		LUV	Southwest Airlines		ALLY	Ally Financial
	WHR	Whirlpool		SPLS	Staples		AXP	American Express
				SBUX	Starbucks		BAC	Bank of America
				TGT	Target		COF	Capital One
				GPS	The Gap		C	Citigroup
				UAL	United Continental		GS	Goldman Sachs
				WMT	Walmart		JPM	JP Morgan Chase
				DIS	Walt Disney		MA	MasterCard
				YUM	YUM Brands		MET	MetLife
							MS	Morgan Stanley
							PYPL	PayPal
							TRV	The Travelers
							V	Visa
							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: <http://money.cnn.com/> In the top right is a box (stock tickers) where you can enter the Stock Symbol for your company.

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

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

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

What was the Annual profit last year?

What was the Earnings growth past year (what % more they made than the year before)?

What is the company's Net Profit Margin?

Now click on the Charts tab above the chart. Change it to 10 Year. You can press the chart to find any particular date.

Stock Price One-Year Ago (10/01/16):

Stock Price Three-Years Ago (10/01/14):

Stock Price Five-Years Ago (10/01/12):

Stock Price Ten-Years Ago (10/01/07):

Then click on Profile.

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

What is your company's Market Cap?

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?