If you have access to the Internet, you can find graphs of stock prices. Try this:

- Go to http://www.nasdaq.com and from the menu at the top of the page, click **Market Activity**.

- Think of a company whose stock you would like to research.

- Search for that company by typing the name into the search bar.

- Click on the company name and stock symbol you want to research.

FIND A SYMBOL

walmart

WMT | Walmart Inc. Common Stock
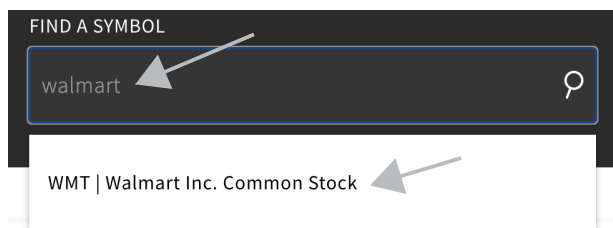
- Locate time frames for the company above the chart and select a five-year time frame.

1D   5D   1M   6M   YTD   1Y   **5Y**   MAX

- Search for a second company and select a five-year time frame.

- The stock symbols of both companies will be listed above the most recently searched company name. Switch back and forth between companies by clicking the symbols to compare five-year trends.

MY QUOTES: **HSY** WMT

The Hershey Company
Common Stock (HSY)

Activity 1: Stock Picks

1. Which two companies are you comparing?

Company 1

Company 2

2. How would you describe the stock price for each company? Write your answers on a separate sheet of paper.

   a. What are stock prices for each company at the start of Year 1?

   b. What happened in Year 2?

   c. What happened in Year 3?

   d. Which direction did the stock price take in Year 4?

   e. At the end of five years, where is the stock price compared to where it was at the end of Year 1? At the end of Year 4?

   f. What was the highest point? The lowest point?

   g. How do the highest and lowest points compare for the two companies?

3. Where did the greatest change (either up or down) occur in the five years?

4. Check the labels and scales.

Are your graphs using the same scales? If not, redo one so that the scales are the same, *or* put both lines on the same graph. How does that change your impression of the companies?

[Optional] Design a graph.

- Design a graph that shows off the stock of your choice. Choose one data point for each year. How could you change the scale to support your case for buying this stock?

- Design a graph that shows the stock you did *not* choose. (*Hint*: Make sure you choose a scale that demonstrates your point.)

Plan your opening and closing statements.

When you are ready to present to the class, think about your opening and closing statements. This is your chance to convince this audience to buy the stock. How can you win these people over right away? Think about which details you can point out to show you are informed and to build their confidence in you.
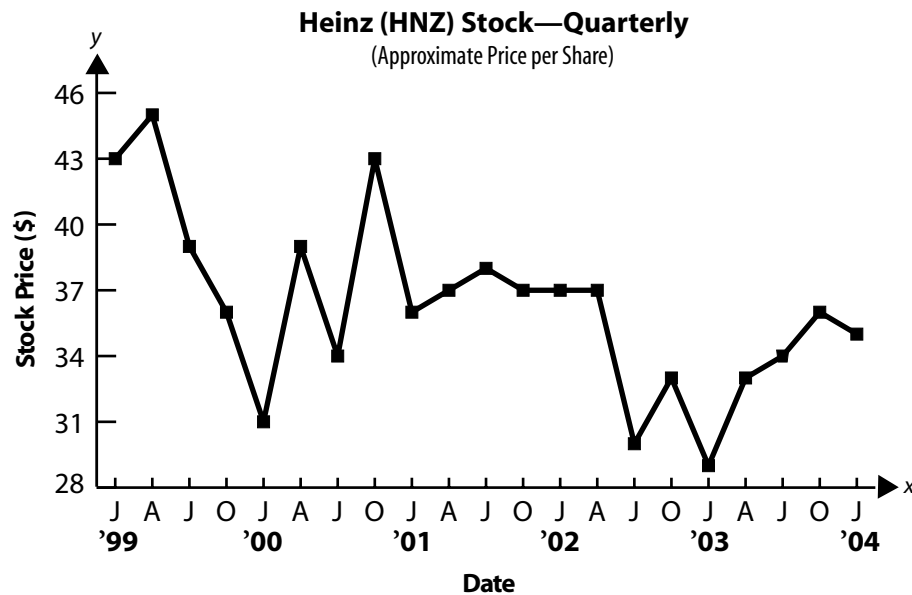
Activity 1: Stock Picks *(continued)*

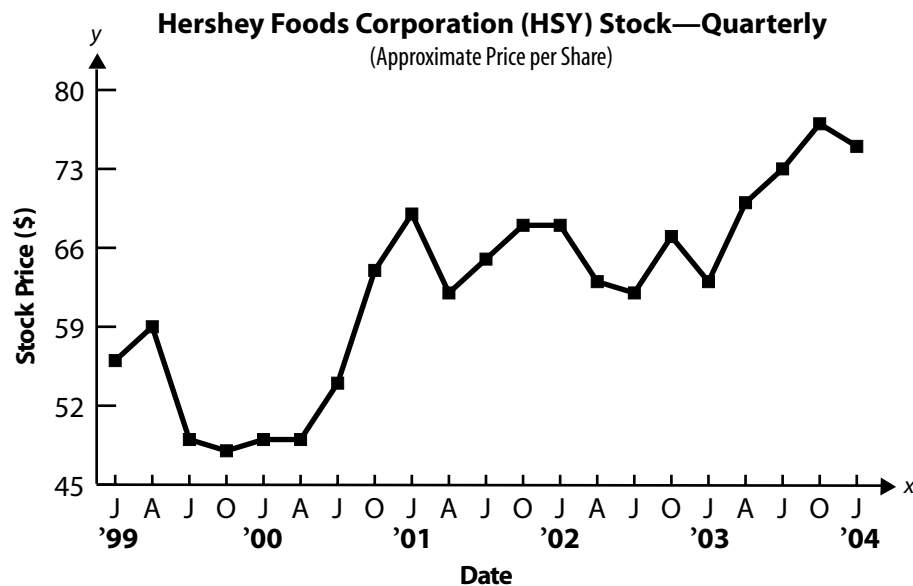Using two of the graphs, determine which company's stock you would purchase.

Pay attention to the *y*-axis amounts.
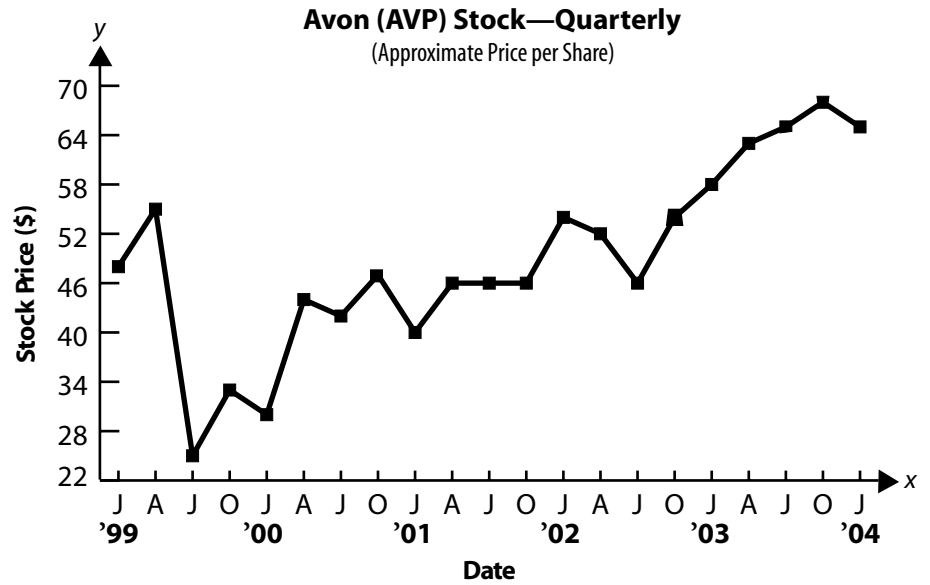
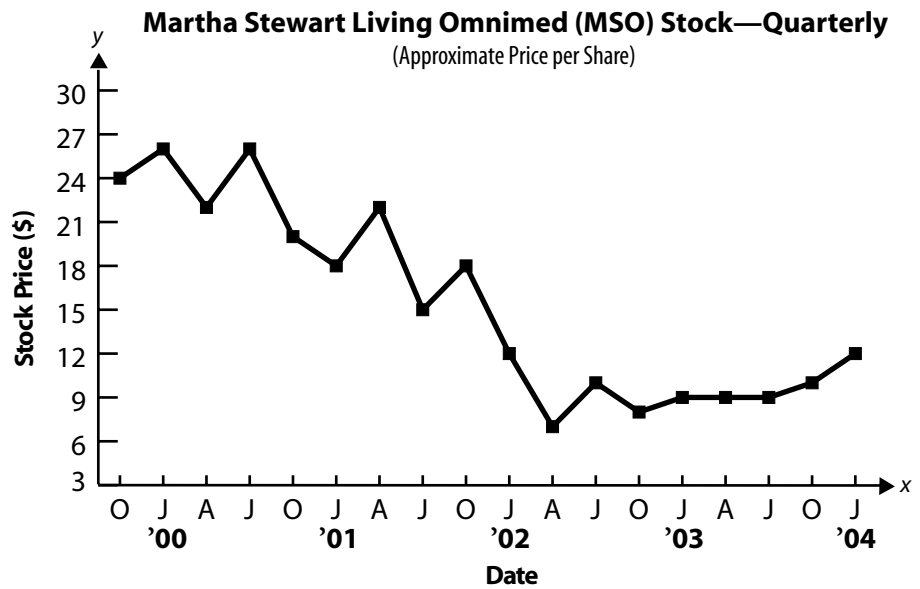Be prepared to explain your reasoning.

1. HEINZ (HNZ)

Heinz (HNZ) Stock—Quarterly
(Approximate Price per Share)

2. HERSHEY (HSY)

Hershey Foods Corporation (HSY) Stock—Quarterly
(Approximate Price per Share)

3. AVON (AVP)

Avon (AVP) Stock—Quarterly
(Approximate Price per Share)

4. MARTHA STEWART (MSO)

Martha Stewart Living Omnimed (MSO) Stock—Quarterly
(Approximate Price per Share)

Activity 1: Stock Picks—Voting Sheet

Write the class' three prioritized criteria in the middle column headings. As presentations are given, record the company name and rank the company based on each criteria. Rank from 1 to 5 (1 being the lowest rating and 5 being the highest). After all the presentations, go through the list and come up with an overall rank for the companies, e.g., 1st, 2nd, 3rd. Record this under My Ranking.

Company Name				My Ranking