



Stock Market or Mutual Fund Tracking Activity

Think of a product you enjoy or are interested in following on the stock market. Find out what company makes it, its stock symbol and what market it is traded on. (<http://finance.yahoo.com/>) You can also use the financial pages of a daily newspaper.

Fill in as much of the top row as you can; at minimum you will need the most recent closing price.

Every month, keep track of the most recent closing price. Try to do this on the same date each month, for example the 10th or the 20th.

Have each member of the group choose a product to track over the year or a given period of time. Find out if the company trades its stocks on the public market or in a mutual fund. (If not, find another one to track.) Use the stock's performance as roll call or as a discussion piece as you cover other financial topics.

Generic Stock Table								
Monday, August 23, 1999								
1	2	3	4	5	6	7	8	9
52 Weeks								
HI-LO	SYM	DIV	VOL	YLD	PE	HI-LO	CLOSE	NET CHG
47 - 37	Z	2.30	335	5	10	43 - 40	42 3/8	+1

Key to Understanding Stock Table

- 1- 52 WEEKS Hi-LO .. The high and low prices of this stock during the past year.
- 2- SYM Shorthand for the company name.
- 3- DIV The annual rate of dividend payment, based on the company's most recent dividend declaration.
- 4- VOL Sales, in 100's
- 5- YLD Annual dividend divided by closing price, expressed as a percentage.
- 6- PE Stock price divided by declared earnings-per-share for the last four quarters.
- 7- HI-LO Yesterday's highest price and yesterday's lowest price.
- 8- CLOSE Price of the final trade of the day.
- 9- NET CHG Last trade yesterday compared to last trade of the day before.



For example, this information on Krispy Kreme doughnuts from <http://bigcharts.com> indicates that the closing price on March 8, 2004 was \$38.66 a share.

Name/Company/Product Krispy Kreme Doughnuts

Date	Hi-Lo	SYM	DIV	VOL	PE	HI-LO	CLOSE	NET CHG
3/8/04		KKD		815,100			\$38.71	

My Stock/Mutual Fund Picks

Name/Company/Product _____

Date	Hi-Lo	SYM	DIV	VOL	PE	HI-LO	CLOSE	NET CHG

After several months, have this discussion:

How well did your company do?

If you had purchased 100 shares in the fall, how much money would you have gained or lost six months later?

You can give a grand prize and a “booby” prize for these stock picks.

For more information on this and other topics, see: www.ag.ndsu.nodak.edu

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