

Challenge 1: Yourself in Stocks

The stock market is made up of companies and brands that you know and love. Think about the shampoo you use, sports you play, movies you watch, cars you like, your favorite cereal — anything that comes to mind. Use these ideas to fill in the chart and answer the questions below.

Questions:

1. Think about your life and list 10 products, brands, or companies you love. List these under “Company” in the table below.
2. Determine the stock symbol for each company. You might discover that some brands are made by larger companies. List these under “Symbol” in the table below.

	Company	Symbol		Company	Symbol
1			6		
2			7		
3			8		
4			9		
5			10		

3. You just listed some of your favorite companies. Why do you like these companies better than others?

Challenge 2: Markets

Markets are groups of companies based on a similar interest, like “retailers” or “restaurants”.

Questions: (please write at least 20 words per response)

1. Choose one market that you are thinking about investing in. Why did you choose this market?
2. Do a little research on your market. What companies do you see that you did not know about?
3. Are there any companies you expected to see that are not listed?
4. Which companies are you going to invest in? Why?
5. Which stock buying strategies did you buy? (hint: “buy what you know”, “markets: current and future”, “economic cycle”, or “avoid the obvious risks”.)