

Stock Market Research Assignment

- A) Set up a piece of paper with your name & period (IN INK).
- B) Title it “Stock Market Research.”
- C) Divide each side of the paper in half (top & bottom), so that you will track two stocks on the front, and two on the back.
- D) Go to Yahoo. Click on the “Finance” tab, and then “Finance Home.”
- E) On the right side of the screen, you should see “Quote Look-up” and a field to type your entry. Type in the name of a company, or it’s ticker symbol (if you know it). It must be a stock that is sold EITHER on the NYSE OR on the Nasdaq. This will be indicated to the right of the company name when the list populates below the stock look-up search bar. (If it is not, you need to look for a different stock.)

Note: If you click on the “Industries” tab near the top of the page, you can select an industry from the drop-down menu (we recommend “Service” as it includes such a wide range of choices), and you will be given a list of companies to choose from.

- F) For EACH of the four stocks you are tracking, provide the following information:
 1. Name of Company
 2. Ticker Symbol (This is an abbreviation; it is just a few capital letters.)
 3. Indicate whether it is traded on the NYSE or the Nasdaq.
 4. Select “1YR” on the graph (which shows the stock prices over the time period selected), and sketch the resulting graph.
 5. Write down the current price, each day for 4 days. (Include the date.)
 6. Market Cap (this is short for capitalization, and it means the total value of 100% of the shares in the company – so what the entire company is worth)
 7. The PE Ratio (which stands for Price-to-Earnings Ratio, and compares the price to buy one share of stock at that moment to the amount of profit one share earns in a year)

G) At the END of the four days of tracking your stocks, write a paragraph discussing something you observed about these stocks and the information you tracked.

H) Choose one notable change (rise or drop) in the price of one of the stocks during the past year. Identify the day(s) on which that change took place. Then do some research to see if you can determine what might have caused this change. Write a paragraph about what you think happened.