

## Overview

This lesson is an introduction to buying a stock. Students will be introduced to basic vocabulary that is involved with a buying and owning a stock. Students will be going through the entire process of buying a stock from looking up the stocks ticker symbol to buying a stock on the market.

## Objectives

By the end of the lesson, students will:

- Explain what a stock is
- Understand the importance of researching before investing
- Read and evaluate a stock quote
- Buy a stock on PersonalFinanceLab.com

## Standards

### Employment and Income:

**Standard 2.** Compare sources of personal income and compensation.

**Standard 3.** Analyze factors that affect net income.

### Investing

**Standard 1.** Explain how investing may build wealth and help meet financial goals.

**Standard 2.** Evaluate investment alternatives.

**Standard 3.** Demonstrate how to buy and sell investments.












**Standard 4.** Investigate how agencies protect investors and regulate financial markets and products.

This listing is based on the JumpStart National Standards for Personal Finance.




























## Vocabulary

- **Stock:** a share of ownership of a company
- **Stock Quote:** is the price of a stock as quoted on an exchange. A basic quote for a specific stock provides information, such as its bid and ask price, last traded price, and volume traded.
- **Ticker Symbol:** an arrangement of characters—usually letters—representing particular securities listed on an exchange or otherwise traded publicly.
- **Portfolio:** grouping of financial assets such as stocks, bonds, commodities, currencies and cash equivalents, as well as their fund counterparts, including mutual, exchange-traded and closed funds.

## Lesson Plan Includes

 Direct Instruction	 Technology-Based Activities
 Accompanying Presentations	 Worksheets
 Class Discussion	 Assessments
 Full Class Activities	 External
 Individual	 Small Group Activities
 In Class or Homework	

## Activity Summary

- Introduction  
  **Time: 5 Minutes**
- StockTrak What is a Stock Lesson  
      **Time: 15 Minutes**  
**Requires:** StockTrak Curriculum , Computer Access
- StockTrak Ticker Symbol Lesson  
      **Time: 15 Minutes**  
**Requires:** StockTrak Curriculum , Computer Access
- StockTrak Getting Trade Ideas Lesson  
      **Time: 15 Minutes**  
**Requires:** StockTrak Curriculum , Computer Access
- Ticker Talk  
    **Time: 20 Minutes**  
**Requires:** Computer Access
- Stock Market Game  
   **Time: 15 Minutes**  
**Requires:** StockTrak Curriculum , Computer Access

# Instructor's Guide

## Introduction

Explain to students that:

A Stock is a share of ownership of a company

Explain:

That it when you buy a stock you are investing your money into something in order to get something in return. It is important to know what you are investing in so you don't lose you money.

Explain:

That there are many terms involved with buying a stock such as ticker symbol, trading and quotes. If the students have no idea what those terms are that's okay because today they will be learning all about that today.

**Time:**

5 Minutes

**Type:**



**Required Resources:**

## Independent Activities

Activities designed for students to learn independently—either in class or as homework. Some activities include presentations

### [StockTrak What is a Stock Lesson](#)

Assign your students the "What is a Stock" lesson on StockTrak.com. This lesson is an introduction to stocks. The lesson goes into detail about all the different things and terms that are involved with stocks. Students will also learn how to make a stock trade on the StockTrak.com.

Students will be required to complete the quiz at the end as an assessment. If used as homework, follow up with discussion questions the next day

**Discussion Questions:**

- What is a stock?
- What benefits come with stocks?
- Where can you buy a stock?

**Resource Links:**

Lesson Content (Included in the Assignment on StockTrak.com)

<https://learn.stocktrak.com/glossary/stocks/>

**Accompanying Presentation:**

[https://docs.google.com/presentation/d/1c1uCt1WVAYC9iig\\_Nib1G7BscSQ7TXy7Tm-vc8Neltg/copy](https://docs.google.com/presentation/d/1c1uCt1WVAYC9iig_Nib1G7BscSQ7TXy7Tm-vc8Neltg/copy)

**Time:**

15 Minutes

**Type:**



**Required Resources:**

- StockTrak Curriculum
- Computer Access

# Instructor's Guide

## StockTrak Ticker Symbol Lesson

Assign your students the "Ticker Symbol" lesson on StockTrak.com. This lesson introduces the term Ticker Symbol and the history that comes with ticker symbols. The lesson also teaches students how to find and use a ticker symbol.

They will be required to complete the quiz at the end as an assessment.

### Resource Links:

Lesson Content (Included in the Assignment on StockTrak.com)

<https://learn.stocktrak.com/glossary/ticker-symbol/>

### Accompanying Presentation:

<https://docs.google.com/presentation/d/1twzsFPjGtTFI6P2c0lvrixrprNQxt4L-EdaSce6aQ2o/copy>

### Time:

15 Minutes

### Type:



### Required Resources:

- StockTrak Curriculum
- Computer Access

## StockTrak Getting Trade Ideas Lesson

Assign your students the "Getting Trading Ideas" lesson on StockTrak.com. This lesson is meant for students who are new to the stock market and need a little direction on how to start. The lesson also breaks down the Personal Finance Stock section.

They will be required to complete the quiz at the end as an assessment. If used as homework, follow up with discussion questions the next day.

### Discussion Questions:

- What is one strategy that you think you'll use when investing?
- What is the market summary?
- How does a market summary effect when you buy/ sell?

### Resource Links:

Lesson Content (Included in the Assignment on StockTrak.com)

<https://learn.stocktrak.com/beginners/how-to-choose-stocks/>

### Accompanying Presentation:

<https://docs.google.com/presentation/d/19yoPqSJIAxbvtg-oDaqiAe4Y3bl6ljXG1NjpwuiluE/copy>

### Time:

15 Minutes

### Type:



### Required Resources:

- StockTrak Curriculum
- Computer Access

# Instructor's Guide

## StockTrak Reading Stock Quotes Lesson

Assign your students the "Reading Stock Quotes" lesson on StockTrak.com. This lesson goes into detail about what a stock quote is and all the terms that are involved with a stock quote.

They will be required to complete the quiz at the end as an assessment. If used as homework, follow up with discussion questions the next day.

### Discussion Questions:

- What is the purpose of a stock quote?
- How are bid price and ask price different?
- Where can you find a stock quote?

### Resource Links:

Lesson Content (Included in the Assignment on StockTrak.com)

<https://learn.stocktrak.com/glossary/reading-stock-quotes/>

### Accompanying Presentation:

<https://docs.google.com/presentation/d/1QnOhFAvgk6LNOzwPJM9WmurkF1Sy13KqglLudSqbxqE/copy>

### Time:

15 Minutes

### Type:



### Required Resources:

- StockTrak Curriculum
- Computer Access

## StockTrak Getting Trade Ideas Lesson

For this activity students will be purchasing a stock on the StockTrak.com website and making a note on why they choose that stock.

Have students look up a stock that they hope to purchase.

In their note section they must write a 2-3 sentence note on why they purchased the stock based off of the stock quote.

Some things that they can write about:

- Company that they know
- The company was on the trading ideas page
- The stock price was a low price
- I wanted to invest in a new industry to diversify my portfolio

### Time:

15 Minutes

### Type:



### Required Resources:

- StockTrak Curriculum
- Computer Access

# Instructor's Guide

## Full Class Activities

Activities designed for whole-class participation. These are best used along with the direct instruction portion of the lesson.

### Ticker Talk

In this activity, students will be learning how to find a ticker symbol and the ticker symbol of various companies.

Explain to students that a ticker symbol is a way to represent a company on the stock market.

Provide the example:

KO- Coca-Cola

CAKE- Cheesecake Factory

Explain to students how you can find the ticker symbol on the StockTrak.com website:

- Making a Trade
- Symbol Lookup

Do one example:

- Type Facebook
- Show students Facebook's ticker is FB
- Type FUN
- Show students that FUN is Cedar Fair Ticker

Provide Students the following and have them find either the ticker or the company:

Sprint F - Way Fair - NFLX

ZS - BOOM - Turtle Beach - GRR

Once the students have found all of the above. Have them find 3-5 companies that interest them or that they buy products from.

#### Time:

20 Minutes

#### Type:



#### Required Resources:

- Computer Access

# Instructor's Guide

## Small Group Activities

Activities designed for small groups of students. These resources are best used after full-class direct instruction and activities.

### Stock Market Game

On the Personal StockTrak.com website, put the students into teams and have each member research a different stock.

Each person must record the following information :

- Company Name
- Ticker Symbol
- Open/ Close Price
- Bid/ Ask Price
- One article that provokes them to buy the stock
- One article that discourages them from buying the stock

The students will then discuss as a group which stock they think is the best to purchase and present that idea to the class.

**Time:**

15 Minutes

**Type:****Required Resources:**

- Computer Access

## Conclusion

Remind students why it is important for students to research stocks before they purchase them.

Have students write the name and ticker symbol of the stock that they purchased. (With their initials on the back)

- Put the papers in a hat and pick one.
- Ask the student why they picked the stock.
  - You can repeat this everyday with a new student