***Directions for stock market assignment***

***You do not need any previous experience to buy and sell stocks virtually. Promise!***

***This assignment is designed as an experience to learn more about buying stocks.   
You may work in groups – there is no right or wrong way and this is a learning experience, but it requires full engagement. Read this carefully a few times.***

1. ***Please sign up at*** [***www.howthemarketworks.com***](http://www.howthemarketworks.com) ***CONTEST NAME: SPRING2018CCSF (or see link below)***
2. ***The link to register for the contest can be found at:***[***http://www.howthemarketworks.com/register/110024***](http://www.howthemarketworks.com/register/110024)
3. ***Due date of write-up (printed and in-person delivery at the class start time (take the early bus on this day):   
   MW classes: Wednesday, 5/9   
   Tu/Th class: Tuesday, 5/8  
   Tuesday Evening class: 5/8***
4. ***Important: To participate, you must enroll in the contest and purchase six stocks no later than NOON on Friday, March 16.***
5. You will begin with $10,000 *virtual* cash (**note: you must spend the entire amount** – there may be a few dollars here and there leftover – but don’t worry). If you’re not sure where to begin, you may take some online tutorials to get started in the stock market game. **You will not be graded on your performance (it’s hard to gain in such a short period of time), but you will be graded on your 2,500 word write-up -- see the next page for the rubric of how you will be graded for the write-up. There are examples of student write-ups on the website (benchmarks).**

***There will be no late assignments accepted.***  *This will be count toward 10% of your total grade. In order to earn credit, you must register under your last name, first name AND under the contest name of SPRING2018CCSF so that I can record your grade. There will be no exceptions to this. Thanks for not asking.*

Go to [www.howthemarketworks.com](http://www.howthemarketworks.com/) website to learn more about virtual (online) investing and the stock market. It will not cost you anything, and it is completely free. There are resources listed on my website, too.

CLICK ON “SIGN UP” which allows you to register (it’s free) using your first name and last name. Do not pay or give any credit card information. Do not register with a broker. Please be sure to remember your ***username*** and ***password***. Thanks!

The website has a stock simulator which performs like a real online brokerage, but using virtual (fake, not real) money. Read the “Getting Started” page for FAQs, click on “stock game.” This experience will not cost you anything!

1. Click on “Join a Contest”
2. Click on “Find a Contest” and “Classrooms and Private Groups” CONTEST NAME: SPRING2018CCSF
3. Important Dates:
   1. Register on www.howthemarketworks.com by noon on **Friday, March 16.**
   2. Don’t forget your username and password (I do repeat myself quite frequently).
   3. Spend the entire $10,000 and purchase six stocks by **noon on Friday, March 16.**

***\*CRUCIAL AND IMPORTANT: If you do not sign up by Friday, March 16th you will lose 25 points.   
Unsolicited advice: If you’re a procrastinator, sign up on Thursday, 3/15.***

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Write-up Requirements   
*(and please feel free to add whatever else you’d like)*

Include a minimum of **2,500 words** single-spaced report (yes, you will probably go well beyond the 2,500 word minimum) with the following questions.

**Please type out (copy and paste) each question before your answer.**  Please staple your assignment in the upper left hand corner.  **If you did not sign up and purchase a minimum of six stocks (using the entire $10,000) by March 16, 2018, there will be a 25 point deduction.**

1. **(10 points)** What did you learn from this assignment?
   1. How would you describe the experience?
   2. What type of emotions, if any, did you feel during the assignment?
2. **(10 points)** For each of the six stocks you chose to purchase, discuss in detail the basis of your decision i.e., why you decided to purchase each stock.
   1. Why you purchased stock A
   2. Why you purchased stock B
   3. Why you purchased stock C
   4. Why you purchased stock D
   5. Why you purchased stock E
   6. Why you purchased stock F
3. **(10 points)** What was the overall result (gain or loss) of each of your six stocks from the beginning of the assignment (3/16) until the end of the assignment (approximately May 4)?
   1. What was your expectation?
   2. What would you do differently?
   3. What type of investor do you think you are?
   4. What type of investor do you aspire to be?
4. **(35 points)** Next, over the course of the seven weeks, you will research news articles about each of the six companies you chose. Google has a “news” option whereby recent news events of a search are listed.   
   1. For each of the seven weeks (using the table/outline below), discuss all news events which occurred. Please do not copy and paste news story titles. Summarize (in your own words) the important news events of the week.
5. **(35 points)** In your own words, please discuss the impact, if any, of each week’s news events on the price of each of your six stock picks. This part of the assignment is important. What are your thoughts?
   1. Did any of the news events have an impact on the price performance of each of your six stocks?
   2. Discuss (in detail) why or why not. *There is no right or wrong answer here – and what I am looking for is your own interpretation and thoughts.*

**Week of 3/19:** (These are sample stocks) Please pick your own stocks.

|  |  |  |
| --- | --- | --- |
| Stock Price | News Events | In your humble opinion, the impact, if any, of the news event(s) on stock price |
| Pepsi |  |  |
| IBM |  |  |
| Coca Cola |  |  |
| Nike |  |  |
| Tesla |  |  |
| Pfizer |  |  |

**Week of 3/26:**

|  |  |  |
| --- | --- | --- |
| Stock Price | News Events | Impact of the News event(s) on stock price |
| Pepsi |  |  |
| IBM |  |  |
| Coca Cola |  |  |
| Nike |  |  |
| Tesla |  |  |
| Pfizer |  |  |

**Week of 4/2:**

|  |  |  |
| --- | --- | --- |
| Stock Price | News Events | Impact of the News event(s) on stock price |
| Pepsi |  |  |
| IBM |  |  |
| Coca Cola |  |  |
| Nike |  |  |
| Tesla |  |  |
| Pfizer |  |  |

**Week of 4/9:**

|  |  |  |
| --- | --- | --- |
| Stock Price | News Events | Impact of the News event(s) on stock price |
| Pepsi |  |  |
| IBM |  |  |
| Coca Cola |  |  |
| Nike |  |  |
| Tesla |  |  |
| Pfizer |  |  |

**Week of 4/16:**

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| --- | --- | --- |
| Stock Price | News Events | Impact of the News event(s) on stock price |
| Pepsi |  |  |
| IBM |  |  |
| Coca Cola |  |  |
| Nike |  |  |
| Tesla |  |  |
| Pfizer |  |  |

**Week of 4/23:**

|  |  |  |
| --- | --- | --- |
| Stock Price | News Events | Impact of the News event(s) on stock price |
| Pepsi |  |  |
| IBM |  |  |
| Coca Cola |  |  |
| Nike |  |  |
| Tesla |  |  |
| Pfizer |  |  |

**Week of 4/30:**

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| --- | --- | --- |
| Stock Price | News Events | Impact of the News event(s) on stock price |
| Pepsi |  |  |
| IBM |  |  |
| Coca Cola |  |  |
| Nike |  |  |
| Tesla |  |  |
| Pfizer |  |  |