

SESSION 2: INTRO TO COMPANIES & STOCKS: ACTIVITY

Name: _____ Date: _____ SMG ID: _____

MINI-LESSON VIDEOS

Intro to Companies & Intro to Stocks: <http://tinyurl.com/smgessentialminilessons>

Let's practice naming popular brand and company names. Write in a brand name for the product mentioned in the story below.

Jim's Birthday Present

Jim rushes out of P.E. and bends down to tie his (sneaker name)

before rushing out the front doors of the school. It's been a long week and he's excited to get home,

relax, and watch his favorite show on (video streaming service).

While watching his favorite videos, he never skips the ads. They're his favorite part since he loves to analyze them and see what can be done to make them even better. He hopes to one day have a career

in advertising. He thinks (car name),

(tech company) and (company

name) make the best ads but believes the best way to increase interest in a product or service is

through social media. His favorites include (social media

company) and (social media company). However, most of his

attention lately has gone to ads from (restaurant name) because

he's hoping to celebrate his birthday there with his family.

His grandmother is supposed to come by over the weekend and promised to take him shopping for his birthday. But it's never without a catch. His grandmother will only consider an item made by a

sustainable company. A sustainable company is one that has made addressing environmental or social causes a part of their business. He'd like to address

(environmental or social cause) to make a positive change in the world. He's not sure whether **(company name)** supports it too, so he'll have to do his research.

It also doesn't hurt that **(store or company name)** is right next door to the new **(movie theater name)** and maybe they can catch a movie.

When he gets home, he's even more excited because he sees that his Mom went to

(supermarket name) to pick up some of his favorite snacks!

While rushing to grab the **(snack name)**, Jim accidentally trips

over his little sister's **(toy name)**. He's always tripping over her

toys and wishes **(toy company)** could create a way for toys to put themselves back.

"Mom, I think we're all out of **(snack name)**!" Jim hollered. He

wondered if **(food/snack company name)** knows that they need to increase the amount they make available in stores. Everyone he knows loves them, and sometimes

you can only find it at **(supermarket or store name)** or online at

(online retailer name).

"Jim, I told you we would look at the sales and deals being advertised to see what is available," Mom replied. "Do you think we could pick up a little extra next time? You know, just in case we have guests." Jim asked, hoping to sound convincing. "Good try," Mom chuckled as she tossed Jim an envelope. "It's from Aunt Cathy."

Jim ripped open the envelope and almost missed the gift card for **(store or company name)** that fell out. "Looks like Aunt Cathy knows how much you love that company too. You'll probably end up working there as much as you talk about them. But until then, you should consider using some of the money you saved from your summer job to buy shares of stock." Jim looked up confused. "I don't get it. What's shares of stock? And why would I use my money to buy it?" Jim exclaimed.