

Glossary of Stock Quote Terms

Directions: Listen to the lecture and fill in each line then use what you have learned to finish the practice areas:

Last Trade

The **current** price of **one** share of a company's stock

Change

The change in **price** for today.

52-Week High

The **highest** price for a stock during the **past** year

52-Week Low

The **lowest** price for a stock during the **past** year

Shares Outstanding

The **total number** of a company's shares.

Earnings Per Share (EPS)

How much **profit** each share has earned.

Formula... $EPS = \frac{\text{Profit}}{\text{Shares}}$

Indicated annual Dividends

The **cash** payment **per share** made by the company to its **shareholders**.

Market Capitalization (Market Cap)

The **value** of the company.

Formula... $Mkt. Cap = Out.Sh. \times Last Trade$

Company 1: _____ **vs.** **Company 2:** _____

Last Trade: _____

Change: _____

52 Wk HI: _____

52 Wk Lo: _____

Difference = Risk Factor: _____
--

Shares Out: _____

EPS: _____

Profit? _____

Dividends/Sh: _____

Mkt. Cap: _____

now **highlight or circle the greater number in each column

Practice: Compare the following 4 companies.

Company: Coke(KO) Pepsi (PEP) Nike (NKE) Sketcher (?)

Risk Factor: _____

Profit: _____

Mkt. Cap. _____

Comparing the two companies above, describe which company you think is better based one or more of the characteristics (quote categories) listed above: (10 pts):

Use www.NYSE.com to lookup your company's current quote information.