

**INSTRUCTIONS**

Many sports and entertainment entities are publicly traded corporations. That means the members of the public, consumers, are eligible to purchase stock and essentially become part-owner of the company. These companies have their stock listed on a stock exchange, and the stock price will fluctuate hourly on a day-to-day basis as brokers deal in stocks on Wall Street from Monday to Friday. Publicly owned companies have a responsibility to generate a profit, not only for the company and its employees, but also for their investors.

For this activity, you are to look up the ticker symbols on both the New York Stock Exchange (NYSE) and NASDAQ to identify which sports and entertainment companies are publicly traded AND list the current stock price for each.

**NASDAQ STOCK EXCHANGE**

SYMBOL	COMPANY	CURRENT STOCK PRICE
MSG		
SIRI		
COLM		
EA		
DKS		

**NEW YORK STOCK EXCHANGE**

SYMBOL	COMPANY	CURRENT STOCK PRICE
MANU		
BWLD		
UA		
CAB		
NKE		