

WORDS TO KNOW IN FINANCE

401(k) – a retirement plan offered by some employers that allows employees to save and invest in their retirement

automated teller machine (ATM) – a machine that allows people to complete basic transactions, such as checking their account balances, withdrawing or depositing funds, or transferring money between accounts

bonds – loans to a company or government that pay a fixed rate of interest to the lender over time

checkbook – a book of blank checks

checking account – a bank account that allows deposits and withdrawals; funds can be withdrawn through checks, debit cards, and more

credit – the ability for someone to borrow money and pay it back at a later date

credit card – a plastic or digital card that allows people to make purchases on credit

credit card balance – the amount of money owed to a credit card company

credit score – a number assigned to a person based on factors such as their ability to make payments and the amount of money they owe; the higher the score, the more likely a borrower is to be able to repay loans

debit card – a plastic or digital card that deducts money directly from a checking account to make purchases

deductions – items withheld from a person's pay, usually relating to benefits such as health-care or retirement funds

deposit – the placement of money into a checking or savings account

direct deposit – an electronic payment directly to an employee's account by an employer

fraudulent transaction – a transaction that was unauthorized by an account holder

gross pay – full amount of pay received before withholdings and deductions

interest – a charge incurred for borrowing money, usually as a percentage of the money owed

issuer – a company that provides credit cards

minimum balance – the minimum dollar amount a bank requires its customers to keep in their bank accounts; dipping below this amount can result in fees

WORDS TO KNOW IN FINANCE

(continued)

minimum payment – the lowest amount of money required to be paid on a loan or credit card balance each payment due date

negative balance – an account balance of less than zero, indicating that more money has been spent than was available in the account

net pay – amount of pay remaining after deductions from a person's gross pay

online banking – known as internet banking or web banking, an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website or app

overdraft fee – a fee incurred when a bank covers a payment that is greater than the available funds in a checking account

pay period – the recurring schedule that determines how frequently a person is paid

paycheck – a check or payment for salary or wages

payment schedule – a schedule of when repayment is made between a borrower and a lender

pay stub – a piece of paper accompanying each paycheck that lists gross pay, withholdings, deductions, and net pay

pending transaction – an approved transaction that may be reflected in your account balance but has yet to be fully processed

posted transaction – an account transaction that has been fully processed

savings account – a bank account that earns interest and is meant to hold funds for an extended period of time

SIMPLE IRA – a retirement plan designed for small businesses that allows employees to save and invest in their retirement

state and federal unemployment taxes – amount of pay withheld to cover unemployment taxes

union dues – regular payments made to labor unions (which are organizations that represent collective interests of employees) to cover the cost of membership

withdraw – to take money out of an account

withholdings – mandatory items withheld from a person's pay, such as income taxes, Social Security taxes, and unemployment taxes

PAYCHECK

Burke Food Supply Company
123 Avenue Q
Los Angeles, CA 90019

Dolores Lopez
714 Ivy Road
Los Angeles 90018

Check number: 7207869
Pay period ending: 8/14/20XX

Hours and Earnings

Taxes and Deductions

Description	Amount	Description	Current Amount	Y-T-D Amount
Rate of pay Reg.	15.00	FICA Tax	22.95	757.35
Hours Worked	20	Fed. Income Tax	23.43	773.19
		State Income Tax	2.82	93.06
		State Disability Tax	3.00	99.00
		Union Dues	2.00	66.00
Gross Pay	300.00			
Net Pay	245.80			
Total Gross Y-T-D	9,900.00	Total	54.20	1,788.60

Statement of earnings. Detach and keep for records.

Burke Food Supply Company
123 Avenue Q
Los Angeles, CA 90019

7207869

Date: August 14, 20XX

**Pay to the
order of**

Dolores Lopez
714 Ivy Road
Los Angeles, CA 90018

\$*245.80**

Two Hundred forty-five And 80/100 **DOLLARS**

City Savings & Loan
23 Sebastian St.
Los Angeles, CA 90230

Joseph W. Burke

⋮ **61777** ⋮ **614728066** ⋮ **7207869**

SHOPPING SPREE

	\$500.00
Bank	\$ _____
Clothing	\$ _____
Electronics	\$ _____
Shoe Store	\$ _____
Supermarket	\$ _____
Miscellaneous	\$ _____
Total Spent	\$ _____
Total Saved	\$ _____

	\$500.00
Bank	\$ _____
Clothing	\$ _____
Electronics	\$ _____
Shoe Store	\$ _____
Supermarket	\$ _____
Miscellaneous	\$ _____
Total Spent	\$ _____
Total Saved	\$ _____

	\$500.00
Bank	\$ _____
Clothing	\$ _____
Electronics	\$ _____
Shoe Store	\$ _____
Supermarket	\$ _____
Miscellaneous	\$ _____
Total Spent	\$ _____
Total Saved	\$ _____

	\$500.00
Bank	\$ _____
Clothing	\$ _____
Electronics	\$ _____
Shoe Store	\$ _____
Supermarket	\$ _____
Miscellaneous	\$ _____
Total Spent	\$ _____
Total Saved	\$ _____

MY BUDGET

	Per Week		Per Month
Income	\$ <u>150.00</u>	× 4	\$ <u>600.00</u>
Savings	\$ <u>30.00</u>	× 4	\$ <u>120.00</u>
Food	\$ <u>50.00</u>	× 4	\$ <u>200.00</u>

	Per Week		Per Month
Income	\$ _____	× 4	\$ _____
WEEKLY WANTS/NEEDS	COST		MONTHLY EXPENSES
Savings	\$ _____	× 4	\$ _____
_____	\$ _____	× 4	\$ _____
_____	\$ _____	× 4	\$ _____
_____	\$ _____	× 4	\$ _____
_____	\$ _____	× 4	\$ _____
_____	\$ _____	× 4	\$ _____
_____	\$ _____	× 4	\$ _____
_____	\$ _____	× 4	\$ _____
_____	\$ _____	× 4	\$ _____
_____	\$ _____	× 4	\$ _____
_____	\$ _____	× 4	\$ _____
Total Income	\$ _____		\$ _____
-Total Spent	-\$ _____		-\$ _____
	= \$ _____		= \$ _____
	(This must be larger than zero)		(This must be larger than zero)

ADVERTISING TECHNIQUES

Appeals to emotions: This technique exploits consumers' fears, misgivings, and parts of themselves they may be self-conscious about. The message targets vanity and creates doubt. The solution offered is, of course, to buy the product advertised.

Bandwagon approach: This technique tells people to do what everyone else is doing. It takes advantage of people's desire to conform. The bandwagon approach often exploits one's fear of missing out (or FOMO). Consumers don't want to be the odd one out by not buying the product.

Testimonials: This form of advertising uses well-known people, such as athletes, actors, and musicians, or even ordinary folks to endorse products. The concept is that if these people like the product or service, the average consumer will like it, too. These ads also imply that some of the fame of the celebrity might just "rub off" on the user.

Retargeting Ads: These ads use information collected about consumers online based on their interests, search habits, and products they have viewed. This technique is used to create an algorithm that repeatedly displays online ads of products that the consumer is more likely to buy, as opposed to static ads found in television commercials, on billboards, and in print media.

Superiority appeal: This technique implies that it would be flattering or prestigious to be like the rich person in the ad. It suggests that the consumer can become superior to friends and neighbors by purchasing the product. Many luxury car advertisements use this technique.

Brand names: A brand name is a word or logo for a product or service. Many companies know how powerful brand-name identification is, so they spend a lot of money advertising and building consumer awareness of their product. Consumers are influenced by names they see frequently in newspapers and magazines or on television.

ADVERTISING CAMPAIGN EVALUATION

Group Members

RATING SYSTEM:

**** outstanding ** good
*** excellent * poor

GROUP	PRODUCT	ADVERTISING TECHNIQUE	WHAT WAS EFFECTIVE	WHAT COULD BE IMPROVED	RATING

PRODUCTS FOR ADVERTISING CAMPAIGNS

Directions: Cut the following product descriptions into strips so that group volunteers can each draw one.

Basketball that does not bounce

Candy that tastes like sawdust

A light bulb that lasts only five minutes

Music app that only plays songs backward

Dog collar that makes the dog bark

Suntan lotion that causes sunburn

Automobile that gets only six miles per gallon of gas

Soft drink that makes you tired

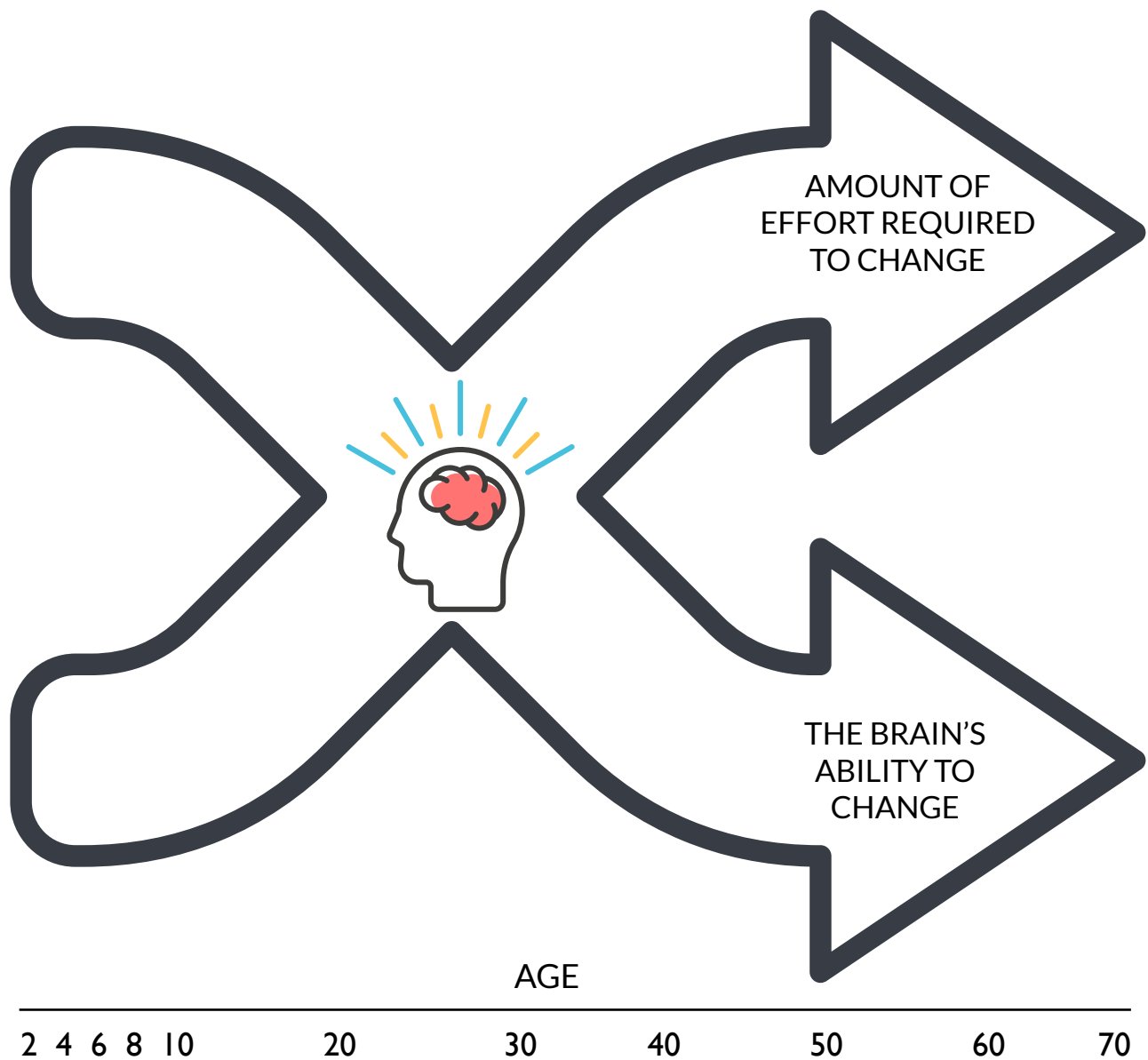
A smartphone with a one-hour battery life

Clothing detergent that leaves your clothes smelling like dirt

Perfume that smells like gasoline

BRAIN PLASTICITY

Neuroplasticity (or brain plasticity) is the ability of the brain to change and adapt throughout a person's life. Your brain's plasticity is especially strong in the earliest years of your life.



DEVELOPMENTAL MILESTONES

MILESTONES	SUPPORT
TWO MONTHS	
<p>Smiles at people</p> <p>Turns head toward sounds</p> <p>Can hold their head up on their own</p>	<p>Look at pictures of relatives with them</p> <p>Talk, read, and sing to them</p> <p>Encourage them to lift their head by holding a toy at eye level</p>
FOUR MONTHS	
<p>Begins to babble and copies sounds they hear</p> <p>Cries in different ways to show hunger, pain, or being tired</p> <p>Responds to affection</p>	<p>Copy their sounds back to them</p> <p>Help them learn how to calm themselves by remaining patient and using a soothing voice</p> <p>Hold them and talk to them cheerfully</p>
SIX MONTHS	
<p>Likes to play with others</p> <p>Shows curiosity about things and tries to get things that are out of reach</p> <p>Begins to sit without support</p>	<p>Play on the floor with them as often as possible</p> <p>Point to the object they are reaching for and talk about it</p> <p>Place pillows around them to help them balance</p>
NINE MONTHS	
<p>Makes a lot of different sounds like “mamamama” and “bababababa”</p> <p>May be clingy with familiar adults</p> <p>Crawls</p>	<p>Copy their sounds and words back to them</p> <p>As they move around, try to stay close so they know you are near</p> <p>Put them close to things they like, encouraging them to crawl</p>
ONE-YEAR	
<p>Hands you a book when they want to hear a story</p> <p>Tries to say words you say</p> <p>Looks at the right picture or thing when it's named</p>	<ul style="list-style-type: none"> • Read to them and ask them to participate by turning the pages and identifying the pictures • Talk to them about what you are doing (for example, “I am cleaning the dishes”) • Give them lots of praise when they do something positive

DEVELOPMENTAL MILESTONES

(continued)

MILESTONES	SUPPORT
EIGHTEEN MONTHS	
Plays simple pretend, such as feeding a doll Scribbles on their own Walks alone	Encourage them to use their imagination Draw with them Provide safe areas for them to move around
TWO YEARS	
Copies others, especially adults and older children Shows defiant behavior Repeats words overheard in conversation	Encourage them to help with simple chores Give them praise when they follow instructions and limit praise when they don't Do not correct them when they mispronounce a word; repeat it back to them correctly instead
THREE YEARS	
Carries on a conversation using two to three sentences Follows instructions with two or three steps Turns book pages one at a time	Ask them about their day Give them simple instructions, such as "put your shoes on" Read to them and ask them to repeat words after you
FOUR YEARS	
Sings a song from memory, such as "The Wheels on the Bus" Tells stories Names some colors and numbers	Play their favorite music and sing with them Encourage participation by asking them what they think will happen next Identify colors of things in books and around your home
FIVE YEARS	
Speaks very clearly Uses future tense; for example, "Grandma will be here" Can print some letters or numbers	Ask them to describe what they are doing Teach them concepts such as morning, noon, and nighttime Keep a pencil, paper, and crayons handy to encourage them to write and draw