**DIRECTIONS TO THE INSTRUCTOR FOR GROUP ACTIVITY 2**

**Preparation:** Students will need access to the Internet for research purposes.

**Process:** Divide the class into groups of two or three students each. Ask each group to choose a product and conduct Internet research to find out about the product’s total cost and selling price. For example, an iPhone 5S costs Apple about $213 to make, and the phone retails for about $649 on Apple’s website. When the groups have located the information, ask them to present their findings to the class, allowing time for discussion about how and what operating costs and price markups lead to the final selling price.