

Name: _____

Comparison Shopping
Black Friday vs Cyber Monday deals

Today is Cyber Monday. Are the deals really better today than Black Friday? Are there any “real” deals? Time to figure it out.

You are charged with using the Black Friday ads I have brought in and selecting an item for each category below. Your items are expected to come from at least 5 different stores so you can get a sense of stores that really run discounts.

Fill out the following chart and then ANSWER the questions after the chart. Your first priority is to fill in the chart since Cyber Monday deals can disappear at midnight tonight. On Tuesday, you will have time to answer the questions.

ITEM CATEGORY	STORE	ITEM DESCRIPTION INCLUDE SKU	BLACK FRIDAY PRICE	CYBER MONDAY PRICE	IS THERE A DIFFERENCE
TV					
COMPUTER					
WIRELESS HEADPHONES					
VIDEO GAME					
JEANS					
SWEATSHIRT					
SUITCASE					
TOY DOLL					
TOY CAR					
CHRISTMAS TREE					
WINTER COAT MENS					

Name: _____

WINTER COAT WOMENS					
REFRIGERATOR					
CORDLESS DRILL					
ITEM OF YOUR CHOICE					

Amazon has changed shopping. Pick 3 items and see if the cyber Monday deal is better on Amazon than at the store. Describe items and prices.

QUESTIONS TO ANSWER:

1. Did you notice a savings theme?
2. Did one store really seem to be offering deals?
3. Was there anything that was a deal?
4. Were you attracted by ads, graphics, flashing text?
5. Summarize your findings. What did you find cheaper? Are the deals worth leaving home on Friday or staying home from school on Monday to shop?
6. Now that it is Tuesday, check 3 items prices today on the sites. Are there any changes?