

COURSE DETAIL

ECONOMICS OF INDUSTRY: BASIC THEORIES OF MARKET STRUCTURES

Country

United Kingdom - Scotland

Host Institution

University of Glasgow

Program(s)

University of Glasgow

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics

UCEAP Course Number

131

UCEAP Course Suffix**UCEAP Official Title**

ECONOMICS OF INDUSTRY: BASIC THEORIES OF MARKET STRUCTURES

UCEAP Transcript Title

ECON OF INDUSTRY

UCEAP Quarter Units

6.00

UCEAP Semester Units

Course Description

This course reviews the basic theories of market structure with focus on market power and real-life applications. Students study a range of price and non-price strategies (such as advertising) adopted by firms and the implied market power. By the end of this course, students are able to: demonstrate an ability to analyze various types of strategic behavior in industries; discuss the price strategies of a monopolist firm to safeguard its market power; describe and critically comment on what market power is, what are its implications and whether there is a role for public policy as regards market power; critically assess different forms of public policy, based on a combination of theoretical insight and empirical relevance; determine the conditions for different forms of price discrimination; explain why firms can be both price and quantity competitors; why firms may make profits under Bertrand behavior and how firms can tacitly collude; and explain the range of product differentiation techniques.

Language(s) of Instruction

English

Host Institution Course Number

ECON4009

Host Institution Course Title

ECONOMICS OF INDUSTRY: BASIC THEORIES OF MARKET STRUCTURES

Host Institution Course Details

<http://www.gla.ac.uk/coursecatalogue/course/?code=ECON4009>

Host Institution Campus

Glasgow

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Adam Smith Business School

Course Last Reviewed

2025-2026

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