RES EC 452
INDUSTRIAL ORGANIZATION: REAL MARKETS IN IMPERFECT COMPETITION

Fall 2014
TuTh 1:00 to 2:15 pm
Integ. Learning Center N101

Professor: Dr. Nathalie Lavoie
Office: 220A Stockbridge Hall
Phone: 545-5713
E-mail: lavoie@resecon.umass.edu
Office hours: Mondays, 1:00 – 2:30 pm.
Please come prepared with a list of specific topics you’d like to discuss.

Teaching Assistant: M. Jung Hwan Koh (jkoh@resecon.umass.edu)
Office hours: Wednesdays, 4:00 pm to 5:30 pm in Stockbridge 215

Course Web Page: Most information relevant for this course will be posted on Moodle. Please get into a habit of checking the course page regularly. Not everything will be posted on the course page and it is your responsibility to find out what has been said in class if you need to be absent. I will use the Announcements Forum to post all significant news about the class. Updates will be automatically sent from Moodle to your official UMass email. You are responsible for reading these announcements in email or on Moodle.

Course Description and Objective:
This course examines markets: their structure, the strategies used by firms involved in the markets, and the overall economic performance of markets. Markets in the real world depart from the economist’s simplified setting of perfect competition and these differences vary from minor to major factors affecting a market’s performance. Although all markets can be analyzed with the methods learned in this course, our primary emphasis will be on consumer goods markets. The analysis is from an industrial organization perspective and assumes knowledge of intermediate microeconomics. Topics included are: competition, market power, product differentiation, advertising, barriers to entry and exit, mergers, firm rivalry, competitive strategies including pricing and nonprice strategies, and market performance including prices, costs, labor issues, progressiveness, and product quality.

Students typically take RES EC 453 in the following semester, where the attention turns to public policy’s role in market performance, covering such issues as competition policies (e.g., the antitrust laws) and industry regulations (e.g., nutrition labeling).

Integrative Experience:

This course will satisfy the General Education Integrative Experience requirement for Resource Economics majors when taken with ResEcon 394.

“The integrative Experience (IE) requirement at UMass Amherst addresses the challenges associated with educational fragmentation. Positioned in the upper-division, the IE provides students with a structured opportunity to look back on their early
college learning experiences, reflect upon and make connections between those earlier experiences and the more advanced work in their major, and use their integrated learning to prepare for the demands of the world beyond the University."

In this course, you will have the opportunity to reflect on prior GenEd and Resource Economics courses by engaging with current issues presented in Wall Street Journal articles in class and in the context of two course assignments (I.O. in the WSJ and the Industry Study). Rely on your past courses and experiences as well as the analytical framework in this course to analyze the articles.

In this class, you will practice the following two criteria of IE:

- The group project “I.O. in the WSJ” will offer you a shared learning experience with your project teammates for applying your prior learning here at UMass Amherst to a real-world issue related to the structure-conduct-performance of markets and presenting your analysis to class to stimulate discussion.
- You will have the opportunity to practice GenEd learning objectives of critical thinking, collaboration, and interdisciplinary perspective-taking by completing research on an industry of your choice.

**Required Material:**


2- *The Wall Street Journal*: Daily reading of relevant articles is required and, hence, may be referenced on exams. The WSJ will also be used for *I.O. in the WSJ, Industry Study*, homeworks, clicker questions, and exams. Reading the WSJ allows us to use and challenge the economic theory we are learning.

   [HTTP://WSJ.COM/FALL14](http://wsj.com/fall14)

3- *iClicker2*. This is a personal response system that you will use in class to respond to questions. Available at the Textbook Annex. Clickers start counting towards your grade on Tuesday, September 9.

**Course Work:**

**Homework:** There will be 4 to 6 assignments focusing on application of concepts. Assignments are due in class. Late homework will be assessed a 20% penalty per day. Homeworks are worth 20% of your grade and they can be done in teams (maximum three people). Team members will receive the same grade. I will drop your lowest homework score.

**I.O. in the WSJ:** We will have *Industrial Organization (I.O.) in the Wall Street Journal (WSJ)* on Thursdays. We will spend part of these Thursdays discussing recent articles in the context of the Structure-Conduct-Performance (SCP) Paradigm. More details will follow.

**Industry Case Study:** Pick an industry you are interested in studying this semester. Over the course of the semester, you will study its Structure, Conduct, and its Market Performance. More details will follow. This study is done in a team and is worth 20% of your grade.

**Note:** late course work that required to be handed in (i.e., homeworks, case study) must be dated and signed by a member of the department (faculty or staff) if Nathalie is not in her office when it is dropped off. Otherwise, it will get dated at the time it is found.

**Exams:** One two-hour midterm exam will be given on Tuesday, October 21 from 7-9 pm; it is worth 20% of your course grade. The comprehensive final exam is worth 25% of your course grade. No make-up exam will be given without prior arrangement. Be prepared to document the
reason of your absence and advise me ahead of time if possible by phone (413-545-5713, please leave a message with your phone number) and e-mail.

*i>clicker* Response System:

- *i>clicker* is an in-class communication system. It uses "clickers" to allow students to send answers in response to questions that I will pose during class. It will allow me to find out how the class grasps the material as a group and generate classroom discussions. It will allow you to check your understanding of the concepts during class.
- We will use this system every class period. Each class period is worth the same number of points regardless of the number of clicker questions.
- For survey-type questions (blue Powerpoint background), you will earn full credit for participating. For other questions (orange Powerpoint background), you will earn 50 percent of the points for the correct answer, and 50 percent to participate. In other words, you earn at least 2.5 percent of your grade just for participating.
- Clickers are used to help you learn and should improve your grade. However, if your clicker score is less than your Final Exam score, the clicker score will be removed from your grade and its weight will be added to the final exam's weight.
- I will drop your three lowest clicker scores.
- To get clicker credits, you must be present in class with your clicker and send your response to each question before the time expires (about 30 seconds). Given the nature of these assignments and the weight of each question on your final grade, under no circumstance will you be able to make-up clicker questions, including for technical problems with your clicker (it is your responsibility to monitor the life of your batteries and carry extra ones).
- The purpose of clicker in this course is not to take attendance, thus should you forget to bring your clicker you will not receive clicker participation credits.
- To obtain clicker credits, you must register your clicker in *Moodle* (see page 6).
- Bringing a friend's clicker to class to enter responses for your friend is cheating and will be treated as such (see Academic Dishonesty section).
- **On September 9th, clicker questions starts counting towards your grade.**

**Grades:**

Grades will be calculated according to the following percentages:

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
<th>When</th>
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<tbody>
<tr>
<td>Homework</td>
<td>20%</td>
<td>Lowest homework score will be dropped.</td>
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<tr>
<td></td>
<td></td>
<td>About every two weeks.</td>
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<tr>
<td>I.O. in the WSJ</td>
<td>10%</td>
<td>One team posting and presentation.</td>
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<td>Two evaluations.</td>
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<tr>
<td>Industry Study</td>
<td>20%</td>
<td>Six installments during the semester.</td>
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<td><em>iClicker</em></td>
<td>5%</td>
<td>Every lecture.</td>
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<tr>
<td></td>
<td>(or 0% if <em>iClicker</em>&lt;Final)</td>
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</tr>
<tr>
<td>Midterm Exam</td>
<td>20%</td>
<td>October 21, 7-9 pm, location TBA.</td>
</tr>
<tr>
<td>Final Exam</td>
<td>25%</td>
<td>Thursday, December 11, 1-3 pm in Integ.</td>
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<td></td>
<td>(or +5% if PRS&lt;Final)</td>
<td>Learning Center, Room N101.</td>
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Note: No extra credit will be given under any circumstance.

The **minimum** percentages needed for course grades are as follows:

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<th>D</th>
<th>D+</th>
<th>C-</th>
<th>C</th>
<th>C+</th>
<th>B-</th>
<th>B</th>
<th>B+</th>
<th>A-</th>
<th>A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course grade</td>
<td>-</td>
<td>60</td>
<td>63</td>
<td>67</td>
<td>70</td>
<td>73</td>
<td>77</td>
<td>80</td>
<td>83</td>
<td>87</td>
<td>90</td>
</tr>
<tr>
<td>Grade points</td>
<td>-</td>
<td>1</td>
<td>1.3</td>
<td>1.7</td>
<td>2</td>
<td>2.3</td>
<td>2.7</td>
<td>3</td>
<td>3.3</td>
<td>3.7</td>
<td>4</td>
</tr>
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Quality participation and professionalism is expected and will affect borderline grades.
Students with Special Needs:
Students who need accommodation for a learning, physical, or psychological disability should inform me as soon as possible and provide documentation from Disability Services.

Academic Honesty:
Academic dishonesty (e.g., cheating) will not be tolerated. The official University Policy will be followed to the fullest extent in such cases where academic dishonesty is suspected. Please read what constitutes academic dishonesty in the University of Massachusetts Academic Regulations: http://www.umass.edu/registrar/media/academicregs.pdf

Civility inside the Classroom
Students are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, I propose certain basic standards of classroom respect be adhered to. Respect does not eliminate appropriate humor, enjoyment, or other indications of a comfortable and pleasant classroom community. However, there is an expectation that all participants in this course will:
- Display respect for all members of the classroom community: your instructor, teaching assistant, and fellow students.
- Attend and participate in lectures, group discussions, and other classroom activities.
- Avoid unnecessary disruptions during class such as private conversations, reading newspapers, arriving late or leaving early, eating, drinking, texting and sleeping during class.
- Use your laptop or iPad only to take notes in class.
- Avoid negative language that is considered racist, sexist, or homophobic or in other ways may exclude members of our campus and classroom community.

Civility outside the Classroom
Please be respectful and use appropriate language when communicating with me over e-mail. E-mail is appropriate when used to schedule an appointment, notify me of an absence or tardiness, or for short questions to clarify class assignments or specific items from a lecture. E-mail is not appropriate to deliver the following:
- Messages with inappropriate language.
- Requests for my lecture notes or asking if you “missed anything” when you miss a class. It is your responsibility to attend class and obtain notes. If you miss a class, obtain notes and other important information from a fellow student.
- Anything you would not be willing to communicate to me in person.
E-mail is frequently not a good substitute for meeting with me. Office visits are the best way to ask questions about course material, and to discuss classroom issues or any other special concerns you may have about your class performance.
Important Dates – RESEC 452 (Industry Case Study deadlines are tentative)

September 9, 2014  Clicker questions start counting towards your grade.
September 10, 2014  Tell Nathalie by e-mail by 5 pm who you will be working with
                     for I.O. in WSJ and the Industry Case Study.
September 15, 2014  Last day to Add or Drop with no record.
September 17, 2014  Case Study (CS) Installment 1 due.
September 19, 2014  Nathalie sends feedback on CS installment 1.
September 24, 2014  I.O. in the WSJ posting due for the first teams.
September 26, 2014  CS installment 2 due.
October 1, 2014  Nathalie sends feedback on CS installment 2.
October 9, 2014  CS installment 3 due.
October 14, 2014  No class (Monday class schedule is followed)
October 16, 2014  Last day to drop with “W.”
October 21, 2014  Class canceled, optional Question Session.
October 21, 2014  Midterm exam, 7-9 pm, Location TBA.
October 23, 2014  CS installment 4 due.
November 5, 2014  CS installment 5 due.
November 19, 2014  Nathalie sends feedback on CS installment 5.
December 5, 2014  CS: Final submission due.
December 11, 2014  Final Exam, 1:00 – 3:00 pm, Integ. Learning Center, Rm N101.

Tentative Course Outline

I. The Basics of Industrial Organization
   A) Introduction
   B) Basic Theory
   C) Market Concentration
   D) Entry and Exit

II. Modern Industrial Organization: Game Theory and Strategic Behavior
    A) Game Theory: A Framework for Understanding Oligopolistic Behavior
    B) Oligopoly Theories of How Firms Compete
    C) Collusion: The Great Prisoner’s Dilemma
    D) Oligopoly Behavior: Entry and Pricing to Deter Entry.
    E) Oligopoly Behavior: Entry and Nonpricing Strategies to Deter Entry

III. Business Practices
    A) Product Differentiation and Advertising
    B) Market Power and Performance: The Empirical Evidence
    C) Price Discrimination (if time permits)
**RESEC 452 F.A.Q.**

**What is Moodle?**
Moodle is a widely-used open source learning management system used to deliver course content and host online learning activities. For details on using Moodle, see:
http://www.oit.umass.edu/support/moodle/help-students

**How Do I Access Moodle?**
1. Go to https://moodle.umass.edu/
2. Enter your NetID (OIT User Name and Password).
   a. Note that to enter Moodle you must **have an active OIT account** and know your user name and password.
   b. If you **do not have an active OIT account**, to access the course materials on Moodle you will need to activate your account. (For information on how to activate your account see http://www.oit.umass.edu/accounts/.)
   c. Be sure to follow OIT's browser recommendations: https://www.oit.umass.edu/support/moodle/browser-recommendations-moodle

**What is on Moodle?**
1. General Course Materials: syllabus and announcements.
3. *Guidelines* for *Industry Case Study*.
4. Homework Assignments.
5. Your grades.
6. Web links of interest.

**How Do I register my i>clicker?**
1. Log in to Moodle and navigate to the RESEC 452 course page.
2. Go to the bottom of the right column, under “i>clicker,” click on “Remote Registration”
3. Enter your Remote ID (see the picture showing how to locate it).
4. Click “Register”