

The Illusion of Competition

Project is due: Wednesday Must have a printed, stapled, completely ready copy by the beginning of class on the due date.

Students will choose a product and analyze the uses of product differentiation within the market structure.

Project specifications:

Typed

12 pt font maximum

Times New Roman Font

1 inch margins

1,000 word minimum

Include page numbers at the bottom of each page

Include a Title page with the title of report, student name, class and teacher, date

Include footnotes for all sources used

Students will pick a product and clearly define its industry. They will then research other producers within that industry attempting to find out which market structure governs that industry. They will then look into the product differentiation used within that industry and analyze how the uses of product differentiation are related to the market structure. The focus of the essay should be about the “illusion of competition” by either illustrating the differentiation used by oligopolists or monopolistically competitive firms and relate that to their respective market structure.

First, choose a product.

Secondly, define the industry.

Thirdly, research any parent company in order to determine any “illusion of competition.”

Finally, using your understanding of how firms behave differently depending on the market structure in which they operate, explain the use of price and non-price competition/differentiation used.

Products are first come first serve. Here are a few examples:

Peanut Butter

ESPN

QT Gasoline

Yamaha Speed Boats

Call of Duty (Video Game)

Yankee Candle

Monopoly (Board Game)

Polo Collared Shirts

Athletic Shoes