NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ PERIOD: \_\_\_\_\_ DATE: \_\_\_\_\_\_\_\_\_\_

**DIRECTIONS:** You will research the different market structures in which firms/businesses operate. When you are done researching, you will pick a Fortune 500 company to analyze. You will explain why your company is successful.

You will place your answers in a presentation format. You can use PowerPoint, Prezi, or Google Slides. You will have to turn in your presentation with your answers by the hand in folder on the common drive/e-mail it to me or share it with me through Google.

**You will research three different market structures**:

* Monopoly
* Oligopoly
* Perfect Competition

1. Define each structure by listing at least 5 characteristics of its market structure.
2. Give at least one real-world example of each market structure.
3. List barriers to entry of each market.
4. Write a short paragraph explaining how to get around entry barriers for two of the markets. (2 slides)
5. Choose a Fortune 500 company you would like to analyze.
6. Briefly describe your company in a short paragraph. Be sure to include the industry and the market structure in which it operates. Also, be sure to indicate competitors within the same industry. ( 2 slides)
7. Research your company and provide two reasons why your company is successful. You must use economic reasoning and indicators.
8. Include a picture/diagram of your company and its product or products.
9. Explain the products uses and who will buy it.

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| --- | --- | --- | --- | --- | --- |
|  | **Beginning 1** | **Developing 2** | **Qualified 3** | **Exemplary 4** | **Score** |
| **Characteristics of each market structure** | Defined at least two characteristic for each market structure | Defined at least three characteristics for each market structure | Defined at least four characteristics for each market structure | Defined five or more characteristic for each market structure |  |
| **Defining barriers of entry** | Defined at least two barriers of entry | Defined at least three barriers of entry | Defined at least four barriers of entry | Defined five or more barriers of entry |  |
| **Provide a real-world example for getting around entry barriers.** | Did not list a real-world example or a strategy for getting around entry barriers | Defined one real-world example or one strategy for getting around entry barriers | Defined one real-world example and one strategy -or- defined only two strategies | Defined one real-world example and two strategies for getting around entry barriers |  |
| **Your chosen Fortune 500 company** | Chose an appropriate company | Chose an appropriate company and gave insufficient information | Chose an appropriate company and gave sufficient information | Chose an appropriate company and gave outstanding information |  |
| **Description of your Fortune 500 company** | Product shows very limited attempt at explaining the industry and the market structure in which it operates. Barely describes competitors within the same industry. Does not provide or barely provides two reasons why your company is successful. Does not use or barely uses economic reasoning and indicators. | Product shows attempt at explaining the industry and the market structure in which it operates. Barely describes competitors within the same industry. Does not provide or barely provides two reasons why your company is successful. Does not use or barely uses economic reasoning and indicators. | Product provides explanations about the industry and the market structure in which it operates. Describes competitors within the same industry. Provides limited reason why your company is successful. Does use some economic reasoning and indicators. | Product provides explanations about the industry and the market structure in which it operates. Describes competitors within the same industry. Provides detailed reasons why your company is successful. Does use economic reasoning and indicators. |  |
| **Overall including pictures and diagrams** | Total report is lacking several key elements | Total report is missing more than 2 key elements | Total report includes most key elements | Total report includes all key elements |  |
| **Company Products and uses** | Lacking or does not include product; description of product and its use and who would purchase it. | Missing elements of product information; Minimal description of product and its use and who would purchase it. | Presents some product information; description of product lacking. Who would use product and who would purchase it is lacking. | Presents detailed product information; with description of product and use as well as who would purchase it. |  |