



## Presentation Instructions – Market Structures

### Topic:

Market structures refer to the different market characteristics that shape the relationships between sellers, buyers, and competitors. We studied four main market structures: **Perfect (Pure) Competition, Monopolistic Competition, Oligopoly, and Monopoly.**

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### Task:

Prepare a **5–8 minute presentation on one market structure** of your choice.

Your presentation should include the following:

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### 1. Introduction (Knowledge)

- Define *market structures*.
  - Explain why it is important to study market structures.
  - Give a brief overview of the four main types (perfect competition, monopolistic competition, oligopoly, monopoly).
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## 2. Your Selected Market Structure (Knowledge + Analysis)

- **Definition & Characteristics:** Clearly describe the structure and its key features.
  - **Examples:** Provide at least one real-world company/industry.
  - **Advantages & Disadvantages:** Analyze the impacts of this structure on different stakeholders (e.g., consumers, businesses, government).
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## 3. Application (Real-World Connections)

- Use graphs, charts, or visuals to support your points.
  - Apply examples from real companies/industries to strengthen your explanation.
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## 4. Conclusion (Communication)

- Summarize your key points.
  - Clearly state why your chosen market structure matters in today's economy.
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## Presentation Tips

- Speak clearly, stay within 5–8 minutes.
- Keep your audience engaged (eye contact, visuals, interactive elements if possible).
- Use economic terminology appropriately.

## **Market Structures Rubric – Checklist**

**Total: /10**

**Student Name:** \_\_\_\_\_

- **Knowledge** → Introduction & explanation of structures
  - **Analysis** → Advantages/disadvantages + stakeholder impacts
  - **Application** → Real-world examples, graphs, charts
  - **Communication** → Clarity, organization, engaging presentation
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### **Knowledge & Understanding ( /4)**

- Level 1 (1) – Identifies only 1 structure, little/no explanation
  - Level 2 (2) – Identifies 2 structures with basic explanation
  - Level 3 (3) – Describes 3 structures clearly
  - Level 4 (4) – Describes 4 structures thoroughly & accurately
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### **Thinking & Analysis ( /2)**

- Level 1 (0.5) – Very limited advantages/disadvantages; few stakeholder links
  - Level 2 (1) – Some advantages/disadvantages; limited stakeholder perspective
  - Level 3 (1.5) – Clear explanation with multiple stakeholders considered
  - Level 4 (2) – Insightful analysis, strong connections to consumers, businesses, gov't
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### **Communication ( /2)**

- Level 1 (0.5) – Unclear, hard to follow
- Level 2 (1) – Somewhat clear, limited detail
- Level 3 (1.5) – Clear, organized, mostly easy to follow
- Level 4 (2) – Very clear, well-organized, strong use of terminology

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**Application ( /2)**

- Level 1 (0.5) – Very limited or no examples
- Level 2 (1) – Some examples, vague or inaccurate
- Level 3 (1.5) – Good use of relevant examples
- Level 4 (2) – Excellent, accurate real-world examples

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**Total: \_\_\_\_ /10**