



**Econ2165G 670
Industrial Organization
Summer 2026**

Instructor: Tyler Pattenden, PhD
Email: tpattend@uwo.ca

Course Information

Mode of Instruction: Online Asynchronous

Calendar Description:

This course is concerned with monopoly power: how it is measured, how it arises, its effects, and what might be done about it. Topics covered will include industrial concentration, barriers to entry, theories of imperfect competition, foreign ownership, advertising, innovation, discrimination, regulation, and Canadian Competition Policy.

Pre-requisite(s): Economics 2151A/B or Economics 2261A/B.

Anti-requisite(s): Economics 3357A/B, Economics 3364F/G.

Extra Information: 3 lecture hours.

Course Weight: 0.50

Breadth: CATEGORY A

Subject Code: ECONOMIC

Notice: Unless you have either the requisites for this course (fulfilment of pre-requisites, no anti-requisite conflicts), or special permission from your Dean to enrol in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

King's University College
London Canada
School of Management, Economics, and Mathematics
Winter 2026

Economics 2165G
Industrial Organization

Instructor: Dr. Tyler Pattenden (he/they)
Instructor Email: tpattend@uwo.ca
Student Hours: TBD (see note below)

Class Time: *ECON2165G is an asynchronous online course with no scheduled meeting times.*

Course Description:

This course is concerned with monopoly power: how it is measured, how it arises, its effects, and what might be done about it. Topics covered will include industrial concentration, barriers to entry, theories of imperfect competition, foreign ownership, advertising, innovation, discrimination, regulation, and Canadian Competition Policy.

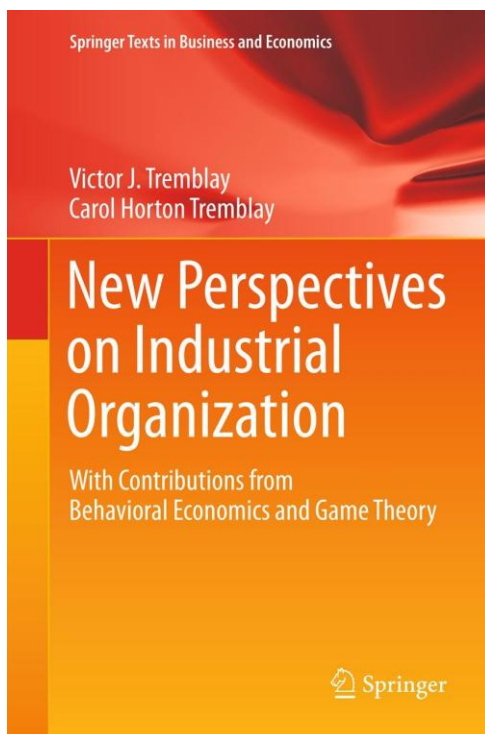
Prerequisites:

Economics 2151A/B or Economics 2261A/B.

Antirequisites:

Economics 3357A/B, Economics 3364F/G.

Course Materials:



The textbook we will be using this term is:

New Perspectives on Industrial Organization
by Tremblay and Tremblay

This book is freely available to students at King's University College through Western University's site license with Springer. You may access the freely available PDF through the library or posted on Brightspace. Students may purchase a hardcopy of the book at their own leisure, but it is recommended to use the free PDF.

Important websites and their utilization in this course:



OWL Brightspace – This learning management system will be your hub to find all posted resources for this course. This will include lecture videos, additional resources for the week and your grades! Announcements will also be sent out via OWL Brightspace for reminders regarding upcoming assessments and any pertinent information regarding the course. It is your responsibility to check OWL often (daily!!).

All deliverables will be “handed in” via the Assignments tool on Brightspace. See details for the course deliverables below.

Email and Communication Policy:

The best method to contact your instructor for this course via email or through the Brightspace discussion forum. All emails **MUST** be sent through your official UWO email address (username@uwo.ca) so it does not end up in spam. The subject line of your email must include the course number (i.e., **ECON2165**). I will endeavour to respond to your emails within 2 business days.

Email communication should be reserved only to provide information or ask a question that requires a brief response. Any questions asked via email that have been answered in this outline or on the course website (Brightspace) will **not** be responded to. It is your responsibility to seek the information to the best of your ability before emailing your instructor.

Mathematical questions will not be answered via email. You must speak directly to your instructor to have these answered – it is recommended to schedule a meeting through Zoom.

Learning Outcomes:

By the end of the course, students will be able to:

1. Quantify market power and structure by calculating and interpreting various measures of industrial concentration to assess the degree of monopoly power and identify the presence of barriers within specific sectors;
2. Analyse imperfectly competitive environments by evaluating firm behaviour under different theories of imperfect competition;
3. Evaluate strategic non-price competition by assessing the economic impact of non-price strategies on market share, consumer welfare, and long-term industry evolution;
4. Examine global and social market dynamics by analysing influence of foreign ownership on domestic industry performance and investigating the economic theories and consequences of price and market discrimination; and
5. Critique regulatory frameworks by comparing the effectiveness of various regulatory interventions and approaches

Evaluation:

Your final grade will be calculated through the following scheme:

Weekly Summaries (due each Friday at 11:59pm)	6%
Quizzes (best two of three*)	14%
I-O Zine (due July 3 at 11:59PM)	20%
Podcast Review (due July 17 at 11:59PM)	20%
Essay Project (final essay due July 24 at 11:59PM)	40%

Details regarding each evaluation are given below.

Weekly Summaries:

Each week students are expected to engage with the online video lectures and readings from *New Perspectives*. To ensure that students are keeping up with content, students are tasked to complete a short assignment due each Friday at 11:59PM. These summaries will contain the same three questions each week: (1) summarize the important concepts taught this week, (2) what is one concept that you found interesting and (3) what is one concept you struggled with or feel that you need more time to understand. Each question will be graded out of one (1) point, such that each summary is graded out of three (3) points total. Each question will be graded for completeness and thoughtfulness. If a student puts in effort to their response, they are guaranteed full points. Expectations are to use full sentences and provide thoughtful answers (do not answer with “yes” or “nothing” – actual thoughts are necessary for full points).

Quizzes:

There will be three (3) quizzes throughout the term with equal weighting. The best two of three quizzes count towards the student’s final grade if and only if they successfully complete all three quizzes. Otherwise, all three quizzes will be given equal weighting.

Quizzes will be administered through Brightspace on the dates below. You will have two attempts for each quiz, with your best score counting. Quizzes will consist entirely of multiple choice or “select-all-that-apply” style questions. Topics for each quiz will be provided by the instructor prior to the quiz dates.

It is expected that quizzes are completed individually with no assistance from outside sources (including notes, or AI tools). Responses will be tracked for trends that do not match human interaction patterns. The instructor reserves the right to schedule an appointment with a student to go over their quiz answers and gauge their understanding verbally. This appointment may result in an adjustment of score, as deemed necessary.

Quizzes will be open for a period of just over 48-hours. No extensions or make-ups will be given for quizzes. Students are expected to complete all quizzes during their scheduled window.

Quizzes will be available on the following dates:

- Quiz #1 will be available from June 24th at 5:00PM to June 26th at 11:59PM
- Quiz #2 will be available from July 8th at 5:00PM to July 10th at 11:59PM
- Quiz #3 will be available from July 22nd at 5:00PM to July 24th at 11:59PM

I-O Zine:

You will be tasked with creating your own I-O Zine as a major project for this course. A zine is a self-published, creative “magazine” that challenges you to distill complex economic concepts into a visually engaging and accessible format. The goal of this assignment is to take a specific pillar of Industrial Organization, from the first half of the course, and translate it into a narrative that is both punchy and informative. Think of this as “Economics for the Curious” -- how would you explain the deadweight loss of monopoly power or the nuances of game theory to someone outside of our classroom without losing the necessary technical rigor?

Here, we are looking for completeness and a thoughtful transformation of the course content into your own words, while also allowing each of you to flex your creative

muscles. To ensure you stay on track, a detailed rubric and template will be provided. It is recommended to use a free online software, such as Canva, to create your zine.

Your completed zine is due on July 3rd at 11:59PM with a “no questions asked” late window for 72-hours (i.e., July 6th at 11:59PM) where no points are deducted. Submissions after this late window will not be accepted, and you will receive a score of zero for this project. No additional extensions or make-ups will be provided.

Podcast Review:

Industrial Organization is an engaging topic and is well studied across the globe. You are tasked to listen to one of the provided podcasts on Brightspace and write a review of this podcast for your peers. Your review should include a brief introduction of the guest or speakers in the podcast, a summary of the topic discussed in the podcast, your interpretation of the podcast – what theories can you connect from our course, what questions do you have about what they discussed, etc – and a star rating. A grading rubric will be provided. The podcast review should be no more than three pages in length, double-spaced.

The podcast review is due July 17th at 11:59PM with a “no questions asked” late window for 72-hours (i.e., July 20th at 11:59PM) where no points will be deducted. Submissions after this late window will not be accepted, and you will receive a score of zero for this project. No additional extensions or make-ups will be provided.

Essay Project:

The capstone of this course is a research project that challenges you to identify a real-world Industrial Organization issue and apply the economic models we’ve studied to analyze it. Rather than a broad survey, you are encouraged to dive deep into a specific firm, industry, or legal case. To support your progress, the project is broken into three distinct deliverables:

1. The Research Proposal (due June 29th at 11:59PM)
Your proposal should be approximately two pages and serve as a roadmap for your final paper. It must identify your chosen topic, provide necessary background context, and—most importantly—outline your intended methodology. You should explicitly state which economic tools (e.g., specific game theory models, concentration measures, or entry deterrence theories) you plan to use to conduct your analysis.
2. Annotated Bibliography (due July 10th at 11:59PM)
To ensure your analysis is grounded in evidence, you will submit a list of at least five scholarly or professional sources (such as *The Economist*, Competition Bureau reports, or academic journals). Each citation must be accompanied by a brief paragraph explaining the source's relevance to your specific research question.
3. Final Essay (due July 24th at 11:59PM)
The final paper is where you execute the analysis outlined in your proposal. Your grade will be based on your ability to correctly apply I-O concepts, the depth of your economic reasoning, and the quality of your writing (organization, grammar, and style).

If you are unsure where to start, you may select one of the following prompts or use them as an inspiration for your own:

- **The Big Tech Bottleneck:** Analyze a recent Competition Bureau or DOJ case involving a major tech platform. Is the primary concern predatory pricing, or a barrier to entry created by network effects?
- **Innovation in Concentrated Markets:** Select a highly concentrated industry (like Canadian Telecommunications) and evaluate whether the current market structure encourages or stifles innovation.
- **Strategic Advertising:** Analyze a specific firm's advertising campaign through the lens of Tremblay and Tremblay's models. Does the advertising serve to inform consumers or as a strategic barrier to keep new competitors out?
- **The Merger Effect:** Investigate a past merger within a specific sector. Based on the data, did the merger lead to the predicted efficiency gains, or simply an increase in monopoly power?

For this project, the proposal and annotated bibliography have a “no-questions-asked” 72-hour late window. Meaning, you can submit these components up to 3 days past the posted deadline without penalty. Because of this flexibility, further requests for academic consideration will be denied, and no submissions will be accepted after this. Note that the final essay itself does **not** include a late window. Submissions after the posted deadline will be subject to a late penalty of 33% each 24-hour period past the deadline, with no submissions being accepted after 48-hours. The final essay must be submitted on its posted deadline.

The essay project constitutes 40% of your total final grade. The proposal and annotated bibliography will make up 10% each and the final essay will make up the remaining 20%. A detailed rubric will be provided for each component on Brightspace.

NOTE THAT ALL TIMES GIVEN ABOVE ARE IN LONDON, ONTARIO LOCAL TIME. IF YOU ARE IN ANOTHER TIME ZONE, IT IS YOUR RESPONSIBILITY TO ENSURE YOU KNOW THE CORRECT DEADLINES IN YOUR SPECIFIC REGION.

Lecture Sessions:

ECON2165 is an asynchronous online course. There are zero in-person components to this course. All lectures will be provided through videos on Brightspace created by the instructor. Additional videos or readings may be posted at the discretion of the instructor. It is your responsibility to keep up with content and not fall behind.

Student Hours:

Some professors may call this time each week “office hours”, but I cannot stand that term as it makes it sound like I do not want you around. In fact, these hours are scheduled for you to come see me (I know a scary thought, right?). I will be sitting, more than likely alone, at home awaiting you to grace me with your presence. This is your time to speak with me (your oh so scary instructor) about course content, future directions, life, Netflix or whatever. Student hours will occur online via Zoom – schedule to be posted. If you are unable to attend student hours, please email me to schedule an appointment.

To give you a sense of how student hours work, watch this short video: <https://vimeo.com/270014784>¹

¹ It does bother me that Dr. Ishak calls them “office hours” ... but I digress ...

Course Policy on Use of Artificial Intelligence (AI):

Within this course, use of artificial intelligence (AI) tools such as Chat GPT is not permitted for any evaluation. Unauthorized use of AI will be subject to academic discipline.

Please note that instructor reserves the right to seek additional clarification about any submitted work (e.g., explain a solution) as part of any test or exam, including any multiple-choice tests.

Equal Opportunity and Evaluation Policy:

The university is committed to academic integrity and has high ethical and moral standards. All students will be treated equally and evaluated using the criteria presented in this course outline and their respective weights. The evaluation criteria are based strictly on actual achievement, not on effort. Claims of an excellent academic history, of attendance in the course components, or of personal issues (family, relationship, financial, etc.) cannot be used to justify a higher grade in the course because they are not criteria for evaluation. The requirement for a higher grade to, for example, maintain a scholarship, enter a program, or obtain a higher GPA for various reasons, is not a justifiable reason for increasing your grade. If we increased or “bumped” your grade (i.e. gave you a grade that you did not legitimately earn), it would be unfair to the other students and also a great disservice to the scholarships and programs who are evaluating all students on the basis of their grades. This means, for example, if you receive 58% in the course we will not “bump” your grade to a 60%; you will simply need to take the course again if you need 60%.

Intellectual Property Statement:

Course material (i.e., lecture notes, videos, solutions, practice question and other supplementary materials as posted on Brightspace) is the intellectual property of the instructor and course developers. This material is made available to you for your personal use in this course. Sharing, posting, selling, or using this material outside your personal use in this course is considered to be infringement of intellectual property rights.

EDID Statement:

I am committed to having a respectful classroom where all feel welcomed. Our class time is a safe space to be yourself, and to question the course content. Discussion is always encouraged, and you should never feel silenced by me or a peer. We all come from different backgrounds, and that is what makes science (and the world!) an amazing place. If you ever feel disrespected, put down, or not included for whatever reason, please reach out to me. I will always be a safe person for you to talk to.

Decolonization Statement:

Western sits on the traditional territories of the Anishinaabek, Haudenosaunee, Lūnaapéewak and Chonnocton Peoples. The legacy of colonization and colonialism is felt globally and is imprinted in our educational system. Western is taking some initial steps toward recognizing it. Textbooks can be biased toward a particular cultural narrative. Science and economics textbooks are no exception. I will strive to include unique content as much as I can, and I seek your feedback.

The instructor reserves the right to adjust anything within this outline with sufficient notice to those enrolled in ECON2165.

Tentative Class Schedule:

This is subject to change and should not be held as absolute. All textbook sections come from Tremblay / Tremblay.

Week		Weekly Topics	Deliverables Due
1	Jun 15 – 19	<ul style="list-style-type: none">• Chapter 1• Chapter 2• Chapter 3	1. Weekly Summary #1 (Jun 19, 11:59PM)
2	Jun 22 – 26	<ul style="list-style-type: none">• Chapter 5• Chapter 6• Chapter 7	1. Quiz #1 (Jun 24 – Jun 26) 2. Weekly Summary #2 (Jun 26, 11:59PM)
3	Jun 29 – Jul 3	<ul style="list-style-type: none">• Chapter 8• Chapter 9• Chapter 10	1. Research Proposal (Jun 29, 11:59PM) 2. Weekly Summary #3 (Jul 3, 11:59PM) 3. I-O Zine (Jul 3, 11:59PM)
4	Jul 6 – Jul 10	<ul style="list-style-type: none">• Chapter 13• Chapter 14	1. Quiz #2 (Jul 8 – Jul 10) 2. Weekly Summary #4 (Jul 10, 11:59PM) 3. Annotated Bibliograph (Jul 10, 11:59PM)
5	Jul 13 – Jul 17	<ul style="list-style-type: none">• Chapter 15• Chapter 16	1. Weekly Summary #5 (Jul 17, 11:59PM) 2. Podcast Review (Jul 17, 11:59PM)
6	Jul 20 – Jul 24	<ul style="list-style-type: none">• Chapter 17• Chapter 18	1. Quiz #3 (Jul 22 – Jul 24) 2. Weekly Summary #6 (Jul 24, 11:59PM) 3. Final Essay (Jul 24, 11:59PM)

King's University College General Course Policies 2025-2026

1. Academic Accommodations, Consideration for Absences

Academic Accommodation (Accessibility)

Accessibility Services works to ensure that academic programs are accessible to all students, and supports students who may have a condition related to, but not limited to, vision, hearing, mobility, different ways of learning, mental health, chronic illnesses, chronic pain, autism spectrum disorder, ADD/ADHD, and temporary conditions (beyond short-term academic consideration). Accessibility Services provides recommendations for accommodation based on medical documentation or psychological and cognitive assessment. The accommodation policy can be found here [Academic Accommodation for Students with Disabilities](#). Information on Accessibility Services at King's can be found [here](#).

Academic Consideration for Student Absence

If a student is unable to meet a course requirement due to substantial but temporary extenuating circumstances (medical or compassionate), they should follow the procedures below.

In some cases, where instructors have built flexibility into their assessments, this flexibility will already address consideration needs.

Requests for academic consideration should be directed to the Academic Advising Office of your faculty/college of registration. Requests must be made as soon as possible and no later than 48 hours after the missed assessment.

As a rule, documentation is required for academic consideration. For academic consideration requests on medical grounds, the Student Medical Certificate is available at [here](#).

Students are permitted one academic consideration request without supporting documentation per term per course. Instructors may designate one assessment per half-course weight as requiring formal supporting documentation. Please refer to the course outline for each course. For further information, please see:

<https://mykings.ca/intranet/app/#/academics/academic-advising/academic-consideration-requests-and-student-absence-portal>

Absences from Final Examinations

If you miss the Final Exam, contact the Academic Advising Office of your faculty/college of registration as soon as you are able to do so. They will assess your eligibility to write the Special Examination (the name given by the University to a makeup Final Exam).

You may also be eligible to write the Special Exam if you are in a “Multiple Exam Situation” (e.g., more than 2 exams in 23-hour period, or more than 3 exams in a 47-hour period).

If a student fails to write a scheduled Special Examination, the date of the next Special Examination (if granted) normally will be the scheduled date for the final exam the next time this course is offered. The maximum course load for that term will be reduced by the credit of the course(s) for which the final examination has been deferred. See the Academic Calendar for details https://academicsupport.uwo.ca/accessible_education/exams/index.html.

Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give notice in writing to the instructor and Academic Advising Office if a course requirement will be affected by a religious holiday/observance. Notice must be given as early as possible, and no later than two weeks prior to an examination, and one week prior to a midterm test date. It is the responsibility of such students to inform themselves concerning the work done in classes from which they are absent and to take appropriate action.

2. Support Services

Accessibility, Counselling and Student Development at King's University College:

<https://mykings.ca/intranet/app/#/student-supports-and-services>

Students experiencing emotional or mental health distress can access services at King's University College: <https://mykings.ca/intranet/app/#/student-supports-and-services/personal-counselling>

Good2talk is a good online and phone 24/7 resource for students and is available in English, Mandarin, and French: <https://good2talk.ca>, 1-866-925-5454

MentalHealth@Western provides a complete list of options about how to obtain help: <https://www.uwo.ca/health/psych/index.html>

Academic Support Services at King's University College:

<https://mykings.ca/intranet/app/#/academics/academic-advising>

GBSV Support:

King's is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence (either recently or in the past), you will find information about support services for survivors, including emergency contacts at: <https://mykings.ca/intranet/app/#/student-supports-and-services/campus-safety-and-reporting/gender-and-sexual-violence>

You can reach someone supports at Kings by emailing Care@kings.uwo.ca or calling 519-930-4640 to reach a social worker who can offer help.

You can also reach Western's Gender-Based Violence & Survivor Support Case Manager by [email](#) or by calling 519-661-3568.

See also https://www.uwo.ca/health/student_support/survivor_support/get-help.html

University Students' Council offers many valuable support services for students, including the health insurance plan: <http://westernusc.ca/services/>

3. Statement on Use of Electronic Devices

Use of Electronic Devices: Unless explicitly stated otherwise, you are not allowed to have a cell phone, or any other electronic device, with you during tests or examinations. Unauthorized possession of such a device during a test or examination constitutes an academic offence.

Use of Laptops, Tablets, and Smartphones in the Classroom: King's University College at Western University acknowledges the integration of new technologies and learning methods into the curriculum. The use of electronic devices such as laptop computers, tablets, or smartphones can contribute to student engagement and effective learning. At the same time, King's recognizes that instructors and students share jointly the responsibility to establish and maintain a respectful classroom environment conducive to learning.

The use of electronic devices by students during lectures, seminars, labs, etc., shall be for matters related to the course at hand only. Students found to be using electronic devices for purposes not directly related to the class may be subject to sanctions under the Student Code of Conduct; see <https://mykings.ca/intranet/app/#/student-supports-and-services/campus-safety-and-reporting/student-code-of-conduct>

Inappropriate use of electronics (e.g., laptops, tablets, smartphones) during lectures, seminars, labs, etc., creates a significant disruption. As a consequence, instructors may choose to limit the use of electronic devices in these settings. In addition, in order to provide a safe classroom environment, students attending in-person class sessions are strongly advised to operate laptops with batteries rather than power cords.

4. Statement on Academic Offences

King's is committed to academic integrity. Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, is posted at [here](#).

It is expected that students will submit work that is truly their own, completed without external assistance (human or artificial) except as explicitly permitted by the course instructor. Check with you instructor on what tools, including generative AI (ChatGPT, translation tools, grammar-checking tools) are permitted in the course. Because a tool is permitted in one course, that does not mean it is permitted in other courses.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system; see <https://elearningtoolkit.uwo.ca/tools/OriginalityReports-TurnItIn.html>.

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

5. Copyright of Course Material

Lectures and course materials, including PowerPoint presentations, tests, outlines, and similar materials are protected by copyright. Faculty members are the exclusive owner of copyright in those materials they create. Students may take notes and make copies for their own use. Students may not allow others to reproduce or distribute lecture notes and course materials publicly (whether or not a fee is charged) without the express written consent of a faculty member.

Unauthorized sharing of class content is subject to academic discipline.

Similarly, students own copyright in their own original papers and exam essays. If a faculty member wishes to post a student's answers or papers on the course website, they should ask for the student's written permission.

6. Use of Recordings

Participants in this course are not permitted to record the sessions, except where recording is an approved accommodation and/or the participant has the prior written permission of the instructor. Unauthorized recording and/or sharing of class content is subject to academic discipline.

7. Policy on Attendance

Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course, will be reported to the Dean of the Faculty offering the course, after due warning has been given. On the recommendation of the department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course.