

7. The Structure, Conduct and Performance (SCP) paradigm

- Perfectly competitive markets

- imperfect competition: monopoly, monopsony, oligopoly, oligopsony

- Profit-maximizing conditions and pricing

strategies of firms acting in markets with different structures

- Measures of market concentration- Gini coefficient/Lorenz curve, Herfindahl index, Herfindahl-Hirschmann Index

- Marketing margin and marketing efficiency

7. Marketing strategy

- Offensive Strategy

- Defensive strategy