

Module title		Abbreviation
Market Research and Demand Analysis		12-M-EIO-182-mo1
Module coordinator		Module offered by
unknown		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	unknown	--
Contents		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Recap of econometric methods <ul style="list-style-type: none"> - Identification and estimation of simultaneous equation models - Endogeneity - Variants of GMM and ML estimation 2. Estimation of demand <ul style="list-style-type: none"> - Representative consumer models - Discrete choice models with individual data - Discrete choice models with aggregate data - Demand models with consumer heterogeneity 3. Estimation of static market models <ul style="list-style-type: none"> - Supply and demand estimation: NEIO framework - Inferring/estimation of marginal costs 4. Applications <ul style="list-style-type: none"> - Market definition - Empirical merger analysis <p>The course will be taught in English.</p>		
Intended learning outcomes		
<p>The students taking this class will learn modern empirical methods in studying questions related to industry outcomes. They will become familiar with methods used in estimating demand and during exercises will learn how one can do it in practice. They will have a thorough understanding of the so-called New Empirical Industrial Organization (NEIO) methodology. They will become familiar with methods used in estimating demand and imperfect competition models among firms. They will learn how to use such models to infer marginal costs as well as constructing policy simulations based on the estimated models to evaluate the effects of changes in the competitive environment, such as mergers. A student which successfully completes this course will not only be able to read empirical academic papers but will also implement a few important models in computer exercises. Furthermore, they will be able to draw implications of empirical studies for economic policy in areas such as antitrust and regulation.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus		
Allocation of places		
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Additional information		
Research track module in Master's programme IEP		

Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module appears in

Master's degree (1 major) Management (2018)

Master's degree (1 major) International Economic Policy (2018)

Master's degree (1 major) China Business and Economics (2019)

Master's degree (1 major) China Language and Economy (2019)