



SHORT COURSE IN

DISCRETE CHOICE MODELLING AND STATED CHOICE SURVEY DESIGN (END5127Z)

HOSTED BY CENTRE FOR TRANSPORT STUDIES, UNIVERSITY OF CAPE TOWN, SOUTH AFRICA

Have you ever wondered how people make their choice for a product or services, or how we can predict responses to a brand new product or service by looking at patterns in choices observed in real life, or what choices people make in hypothetical survey environments?

Then this course in discrete choice modelling and stated choice survey design is what you are looking for!

BRIEF DESCRIPTION

This one week course, run at the University of Cape Town in South Africa, will present a brief, but systematic overview of choice modelling and survey design theory and practice. Taught by **Professor Stephane Hess** from the Choice Modelling Centre (CMC) at the University of Leeds and experts from the Universities of Cape Town (UCT) and Pretoria (UP), the course will consist of a mixture of lectures, computer practicals, and detailed case studies from within Africa and beyond. Bringing together expertise from fields as diverse as transport, health, marketing and environmental economics, the course will cover all the steps required for successful choice modelling analyses, from inception via survey design and data collection to modelling and implementation.

WHO SHOULD ATTEND

The course is aimed at planners, engineers and economists who want to obtain a solid background, as well as hands-on skills in choice modelling and survey design. While no specific background is required for this course, it is a postgraduate level credit-bearing course where a basic knowledge of statistics will be required (but note that the necessary statistical basics are refreshed in the beginning of the course).

PRESENTERS

Professor Stephane Hess, the key instructor, is Director of CMC, Professor of Choice Modelling at ITS, and Honorary Professor at ITLS in Australia. He is an expert in advanced choice models, with theoretical and empirical contributions across different fields. He is also the editor-in-chief of the Journal of Choice Modelling. Other experts teaching in the course are Dr. Ayako Honda (UCT, Health Economics), A/Prof's. Mark Zuidgeest and Marianne Vanderschuren (UCT, transport research, A/Prof. Christo Venter (UP, transport research) and guests from industry.

COURSE FEE

Fee structure	SADC*	Non-SADC (International)
Full registration fee	ZAR 9,750	ZAR 15,500 (or €1,100)

Fees include lunches, course notes and access to software and data for the course.

* <http://www.sadc.int/member-states/>

9-13 March 2015

REGISTRATION AND ENQUIRIES

Ms. Heidi Tait

TEL. +27 (0) 21 650 4922

EMAIL: Heidi.Tait@uct.ac.za

ENQUIRIES REGARDING CONTENT

Prof. Mark Zuidgeest

TEL. +27 (0) 21 650 4756

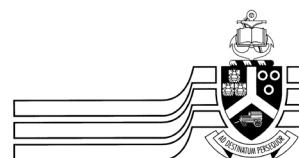
EMAIL: Mark.Zuidgeest@uct.ac.za

For more information and registration, visit

<http://www.cpd.uct.ac.za>

CO-ORGANIZED BY

**choice
modelling
centre**



University of Pretoria