SHORT COURSE IN

DISCRETE CHOICE MODELLING AND STATED CHOICE SURVEY DESIGN (CIV5127Z)

HOSTED BY THE 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 at the University of Cape Town, 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, economists and health 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 the Director of CMC, Professor of Choice Modelling at ITS, Honorary Professor at ITLS in Australia and Honorary Professor of modelling behaviour in Africa, University of Cape Town. 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 presenters include Dr Hazvinei Tsitsi Tamuka Moyo and Professor Mark Zuidegeest (course convenor) from the Centre for Transport Studies at the University of Cape Town.

COURSE FEE

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<th>Fee structure</th>
<th>SADC*</th>
<th>Non-SADC (International)</th>
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<tr>
<td>Full registration fee</td>
<td>ZAR 13 500</td>
<td>ZAR 21 600</td>
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Fees include lunches, course notes and access to software and data for the course.

* [http://www.sadc.int/member-states/](http://www.sadc.int/member-states/)

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23-27 MARCH 2020

REGISTRATION AND ENQUIRIES

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ENQUIRIES REGARDING CONTENT

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For more information and registration, visit [http://www.cpd.uct.ac.za](http://www.cpd.uct.ac.za)