

DISCRETE CHOICE MODELLING & STATED CHOICE SURVEY DESIGN

(CIV 5127Z)

ONE WEEK COURSE AT
THE UNIVERSITY OF
CAPE TOWN IN SOUTH
AFRICA | ONLINE/ONSITE

A BRIEF BUT SYSTEMATIC
OVERVIEW OF CHOICE
MODELLING AND SURVEY
DESIGN THEORY AND
PRACTICE

Course Registration and Other
Information



www.cpd.uct.ac.za

INFORMATION ON COURSE CONTENT

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CENTRE FOR
TRANSPORT STUDIES

UNIVERSITY OF
CAPE TOWN

23-26
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Wondering how people make choices for a product or services, or how you can predict responses to a 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 for!

FOR MORE INFORMATION CONTACT US

REGISTRATION & GENERAL ENQUIRIES
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BRIEF DESCRIPTION

This short 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**. The course will be offered both online and onsite. 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 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). **If you are new to modelling, Onsite attendance is recommended.**

FEES

AFRICAN PARTICIPANTS
ZAR 14,200 | 4 days Onsite
ZAR 11,500 | 4 days Online

INTERNATIONAL PARTICIPANTS
ZAR 15,400 | 4 days Online

Fees include lunch (on-site),
course notes and access to software and data for the course.

PRESENTERS

Professor Stephane Hess

Director of CMC
Professor of Choice Modelling at ITS
Honorary Professor at ITLS in Australia
Honorary Professor of modelling behaviour in Africa, UCT
Expert in Advanced Choice Models
(Theoretical and Empirical Contributions across different fields)
Editor-in-Chief of the Journal of Choice Modelling

Professor Mark Zuidgeest
Dr. Hazvinei Tsitsi Tamuka Moyo