

# 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](http://www.cpd.uct.ac.za)

## INFORMATION ON COURSE CONTENT

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CENTRE FOR  
TRANSPORT STUDIES

UNIVERSITY OF  
CAPE TOWN

23-26  
MARCH 2021

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 you!

## 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**