



Discrete Choice Analysis: Predicting Demand and Market Shares June 12 – 16, 2017

	Monday, June 12	Tuesday, June 13	Wednesday, June 14	Thursday, June 15	Friday, June 16
Lecture 1 9:30 – 11:00	Introduction, Choice Behavior and Binary Choice Models	Multinomial Choice Models: Probit and Logit	Aggregate Forecasting and Microsimulation; IIA Tests	Mixture Models; Simulation-Based Estimation	Discrete Panel Data
Lecture 2 11:15 – 12:45	Specification and Estimation of Choice Models	Specification Testing	Nested Logit Models	Bayesian Estimation and Discrete Choice	Endogeneity; Discrete/ Continuous Models
Lecture 3 1:45 – 3:15	Stated Preferences Methods I	Stated Preferences Methods II	Extreme Value Models; Sampling	Stated Preferences Methods III	Behavioral Foundations and Models with Latent Variables
Lab 3:30 – 5:00	Computer Lab I: Introduction; Binary Choice	Computer Lab II: Multinomial Choice; Specification Testing	Computer Lab III: Forecasting; Nested Logit	Computer Lab IV: Logit Mixture; Combining RP and SP	Questions & Answers
	<i>WELCOME RECEPTION</i> 5:15 PM			<i>DINNER</i> 6:30 PM	