



## Discrete Choice Analysis: Predicting Demand and Market Shares June 15 – 19, 2020

	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Lecture 1</b> 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
<b>Lecture 2</b> 11:15 – 12:45	Specification and Estimation of Choice Models	Specification Testing	Nested Logit Models	Bayesian Estimation and Discrete Choice	Endogeneity; Discrete/ Continuous Models
<b>Lecture 3</b> 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
<b>Lab</b> 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	