

MARK7700  
Conjoint & Discrete Choice Analysis  
Course Syllabus  
Spring 2008  
Terry College of Business  
The University of Georgia

M/W 9:30-10:45 a  
Caldwell 206

Instructor: John C. Wurst, Ph.D.  
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Office hrs: M/W 3:30-4:30

Text: *Marketing Research Methods in SAS: Experimental Design, Choice, Conjoint, and Graphical Techniques*, by Warren F. Kuhfeld, (2005), TS-722.  
[http://support.sas.com/resources/papers/tnote/tnote\\_marketresearch.html](http://support.sas.com/resources/papers/tnote/tnote_marketresearch.html)

SAS OnlineDoc<sup>®</sup> Version 9 (<http://v9doc.sas.com/sashtml>), username: onlinedoc, password: sas)

**Course Topics**

Introduction

Conjoint Analysis Fundamentals and Self-Explicated Methods

Reporting Conjoint Results: Descriptives and Conjoint Simulators

Experimental Design for Conjoint

Conjoint Modeling and Estimation Methods

Conjoint Applications

Discrete Choice Fundamentals

Experimental Design for Discrete Choice Analysis

Discrete Choice Analysis and Applications

Latent Class Methods

Hierarchical Bayes Methods

Additional Applications

Supplementary Material Sources: *Getting Started with Conjoint Analysis*, by Bryan Orme, Research Publishers (optional text)  
<http://www.sawtoothsoftware.com/techpap.shtml> (Sawtooth Software Tech. Papers)  
<http://www.quirks.com/articles/index.aspx> (Quirk's article archive)  
UGa Electronic Journals Online

Evaluation: 2 Exams (equally weighted)	60%
Class project	30%
Class participation	10%

Exam I March 5

Exam II (final) April 30 (8:00 – 11:00 a.m.)

Project proposals due Feb. 25

Final projects due April 28

Note: syllabus subject to change by announcement