

Discrete Choice & MaxDiff Using QuestionPro

A 4-week Power Program for market researchers looking to start using discrete choice and MaxDiff. While they are different, both discrete choice and MaxDiff are important options for researchers who need to optimize product concepts and marketing messages. Upon completion, students will know when and how to use both methods, and will have conducted exercises using the QuestionPro platform (temporary student accounts are included).

In this 4-session course, researchers will learn how to use discrete choice and MaxDiff, and will practice with multiple hands-on activities using the QuestionPro platform. The instructor also leads interactive exercises that enhance comprehension and retention. A comprehensive review of jargon and concepts will help the professional apply lessons to their market research data analysis needs. Instructor uses fun exercises to enhance comprehension and retention of data analysis methods. This program meets once a week, for a total of four 2 hour sessions (8 hours of total class time).

Day 1: Conjoint Analysis: A Conceptual Overview	<ul style="list-style-type: none"> • Theory behind the design, implementation, and analysis of conjoint data
	<ul style="list-style-type: none"> • Understand different types of trade-off methods.
	<ul style="list-style-type: none"> • Preliminary considerations in designing a conjoint study
Day 2: Discrete Choice	<ul style="list-style-type: none"> • Part 1: theory behind discrete choice
	<ul style="list-style-type: none"> • Part 2: how to perform discrete choice using QuestionPro
Day 2: Best-Worst Scaling: MaxDiff	<ul style="list-style-type: none"> • Part 1: theory behind MaxDiff
	<ul style="list-style-type: none"> • Part 2: how to perform MaxDiff using QuestionPro
Day 4: Hands-on Exercise and Advanced Topics	<ul style="list-style-type: none"> • Hands-on exercise applying discrete choice or MaxDiff. Each researcher may choose the best method to apply to his/her project.
	<ul style="list-style-type: none"> • Advanced topics

Class availability and content subject to change. For the most current information, please contact Sales@ResearchRockstar.com.