

## Behavioral Economics: A 4-Week Power Program

Designed to help anyone looking for a strong foundation in behavioral economics as it relates to market research. A comprehensive review of jargon and concepts will help the professional apply the latest developments in Behavioral Economics to market research. Instructors use fun exercises to enhance comprehension and retention of market research lessons. This program meets once a week, for a total of four 90 minute sessions.

<b>Day 1:</b> Behavioral Economics basics	• Introduction to Behavioral Economics
	• Fast vs. slow process
	• Prospect theory
	• Framing effect
	• Case study
<b>Day 2:</b> Influencing behavior	• Priming effect
	• Honesty
	• In class practice exercise
<b>Day 3:</b> The irrational consumer	• Anchoring effect
	• Single vs. joint evaluation
	• Endowment effect
	• Conducting experiments
<b>Day 4:</b> Choice-related behaviors	• Present bias
	• Choice overload
	• Final review

**Class availability and content subject to change. For the most current information, please contact [Sales@ResearchRockstar.com](mailto:Sales@ResearchRockstar.com).**