**WIIFM – Principles of Learning and Conditioning**

Here are just a few of the many ways you might benefit from taking this course.

Learning about principles and research methods of learning and conditioning can help me…

* + reflect on why I or others act the way that we/they do.
	+ develop strategies to change the way I or others behave.
	+ develop strategies to be a better student.
	+ explore and consider career paths that rely strongly on these principles.
	+ improve my observational skills.
	+ be a more conscientious parent through reflection on the historical roots and impact of common parenting and child discipline strategies.
	+ appreciate the behavioural and learning capacity of even ‘simple’ species.
	+ avoid an attach from a Siamese fighting fish.
	+ train my pet to do cool tricks!