**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!