The overwhelming majority of your thought processes happen at the unconscious level. Chances are most of your decisions happen milliseconds before you even know about them and what “bubbles-up” into your conscious thought is a rationalization that has nothing to do with the real decision making process.

This course will assist you in understanding the “real” you, and help you avoid some major mistakes in your career and your personal life. It will improve your decision making skills and lead to a deeper understanding of who you are.

Develop:

- your self concept
- skills for critical thinking and decision making,
- a better understanding of the hidden processes that unconsciously influence your life
Understanding of human unconscious behavior  
Improved decision making strategies  
Ethics  
Critical thinking

**TEXTBOOK, VIDEOS, POWER POINTS & PROJECT**

Professor notes:  
The class subjects are covered in the professor’s notes and related power points. You will be provided with a free electronic copy of both.

Books:  


Project: A synopsis of the main ideas covered in the class. Expand these ideas to your personal life experience and how they can help you make better decisions.

**TEACHING METHODOLOGY**

A. The students will watch the videos and power points and take the quizzes relating to the above.

B. The students will attend and participate in the discussions on ADOBE CONNECT (dates to be announced).

**COURSE PREREQUISITES**

None

**COMMUNICATING WITH THE INSTRUCTOR**

Instructor monitors email on a daily basis. Please identify the class you are referring to.

**GRADING**
### Course Requirements

<table>
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<th>Weight</th>
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<td>Quizzes</td>
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<tr>
<td>Participation</td>
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<tr>
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<td><strong>Total</strong></td>
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### Letter Grade Range

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### DISABILITY NOTICE

If you have a disability and need assistance, please contact the Disability Resource Center (University Park: GC190; 305-348-3532) (North Campus: WUC139, 305-919-5345). Upon contact, the Disability Resource Center will review your request and contact your professors or other personnel to make arrangements for appropriate modification and/or assistance.

### RELIGIOUS HOLIDAYS

The University's policy on religious holy days as stated in the University Catalog and Student Handbook will be followed in this class. Any student may request to be excused from class to observe a religious holy day of his or her faith.
RULES, POLICIES, and ACADEMIC MISCONDUCT

Honors Citizenship Requirements
All members of the Honors College are expected to be active citizens of the College, the university, and the community at large. To be a committed Honors College student is to take advantage of enhanced learning opportunities and to assume a leadership role in the world. All College members are expected to participate in the community-building activities listed below:

1. Attend one Honors Excellence Lecture per academic year and one Honors Colloquium per semester (fall and spring). (Attendance will be taken).
2. Participate in the Honors College Convocation each fall. (Attendance will be taken).
3. Attend at least three Honors Hour sessions per semester or enrichment events specified by the Honors College as satisfying this requirement. (Attendance will be taken).
4. Perform at least ten hours of Community Service per semester either through the Honors College service partnerships (Sweetwater, Overtown Youth Center, etc.) or through other community service projects and/or events. If you want to apply this service to your graduation portfolio, be sure to document your hours.

Academic Misconduct Policy
All syllabuses must include an academic misconduct statement. In addition, we ask that you include references to the Honors College handbook and links listed below:

“Registration in this course implies an acceptance of and compliance with the Honors College policies for students and the FIU Code of Academic Integrity. Please refer to the following documents for additional information:

- FIU Honors College Student Handbook – http://honors.fiu.edu/handbook0910.html
- FIU Honors College Plagiarism Policy - http://honors.fiu.edu/current_policy_plagiarism.html

STUDENT PORTFOLIOS AND IMPORTANT HONORS COLLEGE EVENTS

Student Portfolios
The Honors College will be using a portfolio method to assess students’ learning outcomes. The portfolio method allows for maximum flexibility in gauging student learning. Students decide (with instructor consultation) what “artifacts” or assignments to include for consideration in their portfolios to demonstrate successful achievement of each of the student learning outcomes. Portfolios provide a rich context for students to show what they have learned and to explain their learning process. Because the Honors curriculum is meant to be thought-provoking and reflective, student self-assessment through portfolios will facilitate learning and provide in-depth assessment. Each course should include at least one assignment that could potentially fit portfolio requirements.

COURSE CALENDAR
CALENDAR FOR HONORS CLASS

THE UNCONSCIOUS MIND

THE UNCONSCIOUS MIND

MODULE 1: Introduction to the Unconscious Mind
Complete by: August 31
Read: Prologue: Mlodinow book
Read: Introduction: Gladwell book
Video: In YOUTUBE “Pure science specials-Automatic brain-The magic of the unconscious mind
ADOBE Connect meeting: August 28 (Friday). You need to understand the material above before attending the meeting.
QUIZ: Take “Quiz 1: The unconscious mind” in Blackboard-Assessments.

MODULE 2: The brain
Complete by: September 14
Read: Chapter 1: Mlodinow book
Read: Professor’s notes

Video: How the brain works
When we are under stress the emotional side takes over--shopping when we are hungry

Video: Turning lady (it is within the How the Brain Works video)
Left brain is the seat of: Logic, language, numbers, critical thinking
Right brain is the seat of: intuitions, creativity, music
Implications of left and right brain for marketing/advertising

Video: Slanted room
Adaptive unconscious vs. conscious
Product design with perspective
QUIZ: Take “Quiz 2: How the brain works” in Blackboard-Assessments.

Priming
Read: Professor’s notes
Video: Priming best
Video: Hot coffee experiment
Video: Priming job interview
Video: Priming twins shopping
Time vs. money lemonade stand. "Spend a little time to enjoy Mike's lemonade" or "Spend a little money to enjoy Mike's lemonade"
QUIZ: Take “Quiz 3: Priming” in Blackboard-Assessments.
MODULE 3: The basics
Complete by September 28

a. Schemata
Read: Professor’s notes
Video: Schema
Video: Schema Auto trader
Video: Office schema study
   Library use
   Travel agent
   White person, Black person holding a knife
   Music: Come away to the water (Maroon 5) -- Contextual knowledge
QUIZ: Take “Quiz 4: Schemata” in Blackboard-Assessments.

b. Behavioral learning theories
Read: Professor’s notes
Classical conditioning
   Corona beer
   Infinity G25
   BMW car in desert
   Power over nature
Video: Head games Pavlov

Operant conditioning
   Sunny delight serious
   Sunny delight spoof
   SONY lap top
   War (spoof)
   Goal gradient effect: You buy 10 you get 1 free coffee. Or you start with two free stamps but you need 12 stamps. After they complete the stamps you loose them as customers.
QUIZ: Take “Quiz 5: Behavioral learning theories” in Blackboard-Assessments.

c. Cognitive dissonance
Read: Professor’s notes
   Describe the experiment with race horse betting
   Do you like FIU, would you recommend FIU
   Do you like FIU, are you a student at FIU
Video: Cognitive dissonance
   Confirmation bias in the movie Zero Dark Thirty. How is it connected to Dissonance?
   Quality and Price have to correspond (be consonant)
   We fall in love with our product. So when people do not buy it we perceive cognitive dissonance.
QUIZ: Take “Quiz 6: Cognitive dissonance” in Blackboard-Assessments.
d. Semiotics
Read: Professor’s notes
Power point: Semiotics
Video: Semiotics best
   Christmas Coke confusion with Diet Coke
   Differentiation
QUIZ: Take “Quiz 7: Semiotics” in Blackboard-Assessments.

e. Attitudes/Importance
Read: Professor’s notes
   Attitudes about Volvo
   Importance of Religion in Europe
QUIZ: Take “Quiz 8: Attitudes/Importance” in Blackboard-Assessments.
ADOBE Connect meeting: October 2 (Friday). You need to understand the material above before attending the meeting.

MODULE 4. Freud
Complete by: October 12
Read: Professors notes, Freud
   Freud’s Projective Techniques (word association, hypnosis, ink blots, sentence completion, Story completion, Thematic apperception tests, story telling, fill in the bubble, Looking glass
   Extreme analysis (associated with the shock of extreme feelings)
   Laddering (means-end chain)
   Metaphor analysis
   Bits from Century of the Self
   Hypnosis
   Similarities (who do we like)
QUIZ: Take “Quiz 9: Freud” in Blackboard-Assessments.

MODULE 5: Who are YOU, or what is consciousness?
Complete by: November 2
Read: Professor’s notes
   Out of body experience
   Racism
   Emphathy
QUIZ: Take “Quiz 10: Who are you” in Blackboard-Assessments.

Sublimnal vs subconscious
Read: Professor’s notes
   Just noticeable difference
ADOBE Connect meeting: November 6 (Friday). You need to understand the material above before attending the meeting.
MODULE 6. Instincts
Complete by: November 23

a. Survival
Read: Professor’s notes
Video: Instinct of Survival
Video: Ads for survival
  Acquire
  Defend/Territorial
  Blue Vera (vitamins) use doctors to alleviate the fear of poisoning
  Police uniform, serviceman uniform alleviate fears (survival)
  Loss leaders
QUIZ: Take “Quiz 11: The instinct of survival” in Blackboard-Assessments.

b. Sex/Love
Read: Professor’s notes
Video: instinct sex
Video: Ads for sex (surprise on Mercedes ad)
Video: Ads for love
  Testicles of HyunA and the effect of my perception
QUIZ: Take “Quiz 12: The instinct of Sex” in Blackboard-Assessments.

c. Competition
Read: Professor’s notes
Video: Instinct competition
Video: Ads for competition
  Fear of loss
  Success in life (along with affiliation and power)
  Hunting (4 year old kid predicting mommy's trajectory). Hunting in a grocery store:
  Change of products, Costco removing products

d. Knowledge--Narrative—meaning
Read: Professor’s notes
Video: Cheerios ad
Video: Ads for narrative
  Religion/church
  We like the sound for "you have text"
QUIZ: Take “Quiz 14: The instinct of knowledge” in Blackboard-Assessments.

e. Emotions
Read: Chapter 9: Mlodinow book
Read: Professor’s notes
Video: Emotions
Video: Ads for emotions
Video: Mad Men Carousel
Fear: Perceived risks (financial, performance, social, psychological, safety)
Smoking pitch
Zillow ad

**QUIZ:** Take “Quiz 15: Emotions” in Blackboard-Assessments.

**f. Maslow Hierarchy of needs**
**Read:** Professors notes: Maslow
**Video:** Ads for self actualization

**QUIZ:** Take “Quiz 16: Maslow” in Blackboard-Assessments.

**g. Moods**
**Read:** Professors notes: Moods

**ADOBE Connect meeting:** November 27 (Friday). You need to understand the material above before attending the meeting.

**MODULE 7: Social influences**
**Complete by:** December 11

**Read:** Chapter 4, 8: Mlodinow book
**Read:** Professor’s notes
- Opinion leaders
- Number 1 entertainment in Humans
- The wave
- Playing card on the head social experiment
- Point in the sky and laugh
- Wallet on the floor
- Sign on the door
- Asch experiment lines (word file "Asch lines")

**Video:** social influences
**Video:** Ads for social

**Read:** Professor’s notes
- Analyze the Coke commercial on:
  - Social consensus
  - Age: Pepsi drinkers are younger
  - Classic/operant conditioning
  - Multinational
  - Sex appeal
  - MTV style shots
  - Extreme sound when opening bottle (crunch experiment)
  - Change of pace at the end and sound of satisfaction

**QUIZ:** Take “Quiz 17: Social influences 1” in Blackboard-Assessments.

**Family life cycle**
- Two dolls, one with a baby doll ($10, $20)
**Cultural influences:** Picture of African family
Need for affiliation
  Reference groups
  Opinion Leaders
  Social class
Testimonials and ratings
  When I was buying a laptop I felt altruism for the salesperson (would get the commission)
  Example of girl in class who offered to distribute the handouts.
Theory of Mind
In-group vs out-group
Racism

**QUIZ:** Take “Quiz 18: Social influences 2” in Blackboard-Assessments.

**ADOBE Connect meeting:** December 11 (Friday). You need to understand the material above before attending the meeting.