The successful attainment of goals is a multi-determined process. At several stages along the road to goal achievement, people face self-regulatory challenges that threaten to hinder progress. How do people overcome obstacles and difficulties in order to successfully meet their goals? How do they resist temptations, regulate emotions, ignore distractions, and disengage from unworthy pursuits? The course provides an overview of the major theories and findings in research on self-regulation and self-control. We will explore both the conscious and nonconscious processes by which people regulate their emotions, thoughts, behaviors, attention, and impulses in order to attain their goals. Our exploration will cut across multiple domains, delving into self-regulation strategies and processes that are implicated in consumer behavior, health and fitness, interpersonal relationships, and overcoming stereotypes, to name a few.