



MKTG203

Consumer Behaviour

S2 Evening 2013

Marketing and Management

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Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

This unit examines the external and internal factors that influence people's behaviour in a purchase situation. The unit provides a conceptual understanding of consumer behaviour, integrating theories from psychology, sociology, cultural anthropology and economics. The discipline-specific knowledge students should gain from this unit is to understand how and why consumers, including those from South-East Asia, make decisions to purchase, use and eventually dispose of products and services. This should also in result in a better understanding of consumerism issues in both for-profit and non-profit sectors.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Discuss the rationale for studying consumer behaviour.

Identify and explain factors which influence consumer behaviour.

Demonstrate how knowledge of consumer behaviour can be applied to marketing.

Attain relevant generic capabilities.

Assessment Tasks

Name	Weighting	Due
<u>Class Test</u>	15%	Week 7
<u>Assessed Coursework</u>	15%	Every tutorial
<u>Group Projects (3)</u>	30%	Week 5, 9, 12
<u>Final Examination</u>	40%	University Examination Period

Class Test

Due: **Week 7**

Weighting: **15%**

Submission

The aim of this assessment is to give you feedback on your level of understanding of consumer behaviour principles. There will be one multiple-choice question test consisting of 80 questions and will be 90 minutes long. The class test is worth 15% and will examine material covered up to and including the date of the test. Unlike group reports this work is done individually.

Extension

There will be no deferrals for these tests. Students who cannot attend this class test will have a higher weighting on their exam. For example, a student who cannot attend the class test would have an exam worth an extra 15% of their grade. Please bear in mind that a doctor's certificate is required for students unable to attend the in-class test

On successful completion you will be able to:

- Discuss the rationale for studying consumer behaviour.
- Identify and explain factors which influence consumer behaviour.

Assessed Coursework

Due: **Every tutorial**

Weighting: **15%**

Submission

At the beginning of each class, students are to submit no more than two pages of typed answers to the tutorial questions. These will be marked and returned the **following week**. The goal of assessed coursework is to reward preparation and to have students more informed in tutorials. Assessed coursework will be marked from 0 (no report), 2.5 (attempted but still needs help) to 5 (attempted successfully most exercises) to a maximum of 15%. **This work will be collected in the tutorial on a random basis, three (3) times during the semester. You should expect your work to be collected every tutorial.**

Extension

No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

- Discuss the rationale for studying consumer behaviour.
- Identify and explain factors which influence consumer behaviour.

Group Projects (3)

Due: **Week 5, 9, 12**

Weighting: **30%**

Submission

This assessment seeks to ascertain students' abilities to work in collaboration and apply the consumer principles learnt in the course to different cultural settings. Students will arrange themselves into groups of five by completing the online *Group signup tool* on *Moodle*. **You are unable to submit an assignment online until this is done.** You need also submit a group contract (see Policy on Group Projects) before you start your group project. At the end of semester you are also required to complete an individual evaluation of your contribution versus that of other group members. This is a confidential online survey accessed using the *Assessment tool*. Students who do not complete a group contract at the beginning and an individual evaluation have no recourse (cause of complaint) for their final group project mark. Responsibility for the management of groups is the students own.

These groups must be within the same tutorial. Each group will submit three assignments. Each assignment covers the application of consumer behaviour theories in different countries in the South East Asian region. (See the 'one stop' tips document on iLearn for further information about these reports.) At least one real world example of each the consumer behaviour theory and concept discussed in the relevant chapters of both texts should be included in your report. The example could be print, scanned images, a link to You-tube video. **A minimum of five academic journals should be cited and correctly referenced.**

These group reports are submitted online to *Moodle* after the Wiki has been compiled. Students are required to check for plagiarism using the *Turnitin* tool also available from i-learn. In the end, the assignment that is submitted online for grading is also assessed for plagiarism, using *Turnitin* and a variety of other online tools. **Any group with a similarity rating of 30% and above will automatically receive a grade of zero. The use of previous student papers will receive a grade -1, for each reference to a student paper found via Turnitin.**

Group Report 1: *China, Chapters 1-4 of Schiffman*. Compare and contrast as to how two (2) aspects or theories of consumer behaviour as discussed in Schiffman applies to this country and how it differs from that in Australia. Show how this may provide a marketing opportunity for an Australian exporter. **This is due at the end of week 5, 30th August at 11.59 p.m.**

Group Report 2: *South Korea, Chapters 5-9 of Schiffman*. Compare and contrast as to how two (2) aspects or theories of consumer behaviour as discussed in Schiffman applies to this country and how it differs from that in Australia. Show how this may provide a marketing opportunity for a Australian exporter. **This is due at the end of week 9, 11 of October at 11.59 p.m.**

Group Report 3: *Malaysia, Chapters 10-13 of Schiffman*. Compare and contrast as to how two (2) aspects or theories of consumer behaviour as discussed in Schiffman applies to this country

and how it differs from that in Australia. Show how this may provide a marketing opportunity for an Australian exporter. **This is due at the end of week 12, 1st of November at 11.59 p.m.**

A marking template for the assignments is available from Moodle. Your analysis must be substantiated by the use of relevant illustrative examples that show the application of relevant consumer behaviour theories. Write no more than five pages on each assignment (not including references and examples). As this is a group assessment, procedures as attached to the end of the course outline must be followed by all students. All referencing must be the Harvard style see <http://www.lib.monash.edu.au/tutorials/citing/harvard.html>.

One member of the group submits the assignment on behalf of the group. The assignments will be assessed online by your tutor and marked with an online grade form, which is similar to the marking template in this unit outline. Students can access their grades and feedback from Moodle.

All individual grades for group reports will be moderated by peer evaluation and/or the judgement of the tutor/lecturer. We use an overall peer assessment survey at the end of semester. The lecturer has the final say in the adjustment of group-work marks taking into account peer assessment ratings.

You may be removed from the group, if in the opinion of others and on the decision of the lecturer you are not contributing. This may be based on peer evaluation. Students in this situation will submit all group work on an individual basis. There is to be no-free riding in this course

In disputes over contributions to group work, you have 24 hours to provide physical evidence of your contribution to the unit coordinator. If you cannot do so the decision to moderate your group mark and or remove you from the group stands.

All assignments are to be submitted online no later than 11.59 p.m. Friday on the week of semester they are due.

Extension

There will be a deduction of 20% of the total marks for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission - 40% penalty). This does not apply for cases in which an application for special consideration is approved.

Penalties

Any group with a similarity rating of 30% and above will automatically receive a grade of zero. The use of previous student papers will receive a grade -1, for each reference to a student paper found via Turnitin.

On successful completion you will be able to:

- Identify and explain factors which influence consumer behaviour.
- Demonstrate how knowledge of consumer behaviour can be applied to marketing.
- Attain relevant generic capabilities.

Final Examination

Due: **University Examination Period**

Weighting: **40%**

Examination conditions

A Final Examination is included as an assessment task for this unit to provide assurance that:

- i) the product belongs to the student and
- ii) the student has attained the knowledge and skills tested in the exam.

The Final Examination will cover materials from the entire course over a two-hour period.

The Final Examination is a test of your understanding of the important principals of consumer behaviour. The examination will be of two hours duration and may comprise multiple choice and/or short essay questions. The exam will be based upon material covered in lectures, tutorials, readings and the textbooks

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

<http://www.timetables.mq.edu.au/exam>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. The University's policy on special consideration process is available at http://www.mq.edu.au/policy/docs/special_consideration/policy.html

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Faculties may wish to signal when the Faculties' Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: <http://www.mq.edu.au/policy/docs/examination/policy.htm>

What is required to complete the unit satisfactorily

Students must demonstrate a comprehensive understanding of the course and interpretive and analytical ability in multiple choice and/or written sections.

Note: You are required to attend at least 10 out of the 12 tutorials. Failure to do so without an adequate reason (illness or special consideration) will result in a grade of FA 0.

On successful completion you will be able to:

- Discuss the rationale for studying consumer behaviour.
- Identify and explain factors which influence consumer behaviour.
- Demonstrate how knowledge of consumer behaviour can be applied to marketing.
- Attain relevant generic capabilities.

Delivery and Resources

Classes

The classes for this subject entail three hours of face-to-face teaching:

- A two hour lecture.
- A one-hour (1 hr.) tutorial (from the week commencing second week of semester).

Participants are required to attend the sessions in which they are registered. Attempts to register in a different tutorial can be made online where space allows. Where attempts to register online fail, a written request to the course coordinator may be considered.

The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

Prizes

Prizes for this unit

http://www.businessandconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships

Required and Recommended Texts and/or Materials

Prescribed Text

Schiffman, Leon, D'Alessandro, Steven, O'Cass, Aron, Bednall, David, Paladino, Angela and Kanuk, Leslie (2011) Consumer Behaviour, 5th Edition, Pearson Education Australia (Joint Lead author) ISBN-13: 9781442520103.

Recommended:

Pecotich and C. Shultz (2005) Handbook of Markets and Economies: East and Southeast Asia, Australia and New Zealand (M.E Sharpe, USA, ISBN: 0-7656-0972-X.

Recommended Reading

- Psychology & Marketing
- Journal of Product & Brand Management
- Australasian Marketing Journal
- Journal of Economic Psychology
- Journal of Retailing & Consumer Services
- Journal of Advertising
- Journal of Retailing
- Journal of Consumer Culture
- Journal of Consumer Behaviour
- European Journal of Marketing
- International Journal of Research in Marketing
- Journal of Consumer Marketing
- Journal of Business Research
- Journal of Consumer Research
- Journal of the Academy of Marketing Science
- Journal of Marketing
- Journal of Advertising Research

Technology Used and Required

The unit web page is a vital resource in this unit. iLearn, or Moodle resources include: lecture notes, practice quizzes, online sign-ups for groups, links, course materials and assignment research information. All Group Reports are submitted online. Students should have access to the internet at home and/or the university. Access to Moodle is only available for students who have successfully enrolled in this unit.

Unit Web Page

Course material is available on the learning management system (iLearn)

The web page for this unit can be found at: <http://www.handbook.mq.edu.au/2012/Units/UGUnit/MKTG203>

Teaching and Learning Strategy

Teaching is delivered in weekly lectures and tutorials. Learning activities include individual and group tasks that are to be completed during private study and in tutorials. Participants are expected to read in advance of lectures, participate in tutorials and complete all set tasks.

It is to your benefit to attend all lectures and tutorials. The unit coordinator is happy to discuss issues with you and to clarify points made in class as long as you make the effort to understand the point first by attending lectures and reading the prescribed readings. Please do not ask the coordinator to assist you in understanding a point if you have not attended the lecture or read the materials.

This course forms part of your professional education. We feel that it is important that you experience the

interactions with ideas, your peers and your tutor that are provided through the workshops. Indeed, it seems to us that it is not possible to engage adequately with this unit, and to fulfil its objectives, without completing the tutorial activities. While most students willingly accept this participation as a part of their professional responsibility some, for various reasons, do not participate fully. Therefore, we have found it necessary to make satisfactory lecture and workshop attendance an expected and measured component of the unit.

Attendance at lectures is strongly recommended. If you are unable to attend a lecture or series of lectures for any reason, it is strongly suggested that you discuss this with the lecturer or unit coordinator to ensure that you have not been disadvantaged. For example, it may be suggested that you obtain a medical certificate as evidence that you experienced health problems during semester.

Of course, all the material covered in the lectures and tutorials is assessable in the Group Reports and Class test exam. Attendance at all 12 tutorials is mandated. An attendance record for all students will be maintained and your preparation and participation in these classes will be assessed.

Note: You are required to attend at least 10 out of the 13 tutorials. Failure to do so without an adequate reason (illness or special consideration) will result in a grade of FA 0.

MKTG203 Unit Guide last updated on 22 July 2013. There have been no changes since the previous offering of Session 1, 2013.

Unit Schedule

Week	Chapters	Lecture Topics	Tutorials (see weekly homework questions on iLearn to prepare and bring to class)
1.	1.	Introduction What is Consumer Behaviour?	No tutorial in week 1
2.	2	Understanding Consumers and Market Segments Consumer needs and motivations	Briefing on assessment Formation of groups
3.	3 and 4	Consumer personality and the self concept Consumer perception	Tutorial exercises
4.	5	Learning and consumer involvement	Tutorial exercises
5.	6	The nature of consumer attitudes	Tutorial exercises Group Assignment #1 due on Turnitin this week.

6.	7	Social influences on buyer behaviour	Tutorial exercises
7.		Class test in the lecture period. No lecture	No homework due this week.
8.	8 and 9	The Family Social Class	Tutorial exercises
9.	10	The influence of culture on consumer behaviour Cross cultural consumer behaviour: An international perspective	Tutorial exercises Group Assignment #2 due on Turnitin this week.
10.	11	Sub cultural aspects of consumer behaviour	Tutorial exercises
11.	12	Decision making	Tutorial exercises
12.	13	Consumer influence and the diffusion of innovations	Tutorial exercises Group Assignment #3 due on Turnitin this week.
13.	Review of chapters 1-13	Exam Revision	Tutorial exercises Exam revision

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://www.mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://www.mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://www.mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Special Consideration Policy http://www.mq.edu.au/policy/docs/special_consideration/policy.html

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application

and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

Special Consideration Policy

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

Student Support

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at: <http://students.mq.edu.au/support/>

UniWISE provides:

- Online learning resources and academic skills workshops http://www.students.mq.edu.au/support/learning_skills/
- Personal assistance with your learning & study related questions.
- The Learning Help Desk is located in the Library foyer (level 2).
- Online and on-campus orientation events run by Mentors@Macquarie.

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

Details of these services can be accessed at <http://www.student.mq.edu.au/ses/>.

IT Help

If you wish to receive IT help, we would be glad to assist you at <http://informatics.mq.edu.au/help/>.

When using the university's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students and it outlines what can be done.

Graduate Capabilities

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Discuss the rationale for studying consumer behaviour.
- Identify and explain factors which influence consumer behaviour.

Assessment tasks

- Class Test
- Assessed Coursework
- Group Projects (3)
- Final Examination

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcome

- Attain relevant generic capabilities.

Assessment task

- Group Projects (3)

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Discuss the rationale for studying consumer behaviour.
- Identify and explain factors which influence consumer behaviour.
- Demonstrate how knowledge of consumer behaviour can be applied to marketing.
- Attain relevant generic capabilities.

Assessment task

- Group Projects (3)

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with

knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcome

- Attain relevant generic capabilities.

Assessment task

- Group Projects (3)

Policy on Group Projects

Unit Policy on Group Reports

- Group Reports are an important means of students learning teamwork and help foster collaborative learning.
- Skills learnt in Group Reports are considered invaluable by employers as most tasks assigned in the workplaces are done by groups not individuals.

Students in groups, however, should learn to manage themselves and resolve conflict that may occur with Group Reports.

In particular students should

- All sign the group charter and give a copy of it to their tutor.
- Notify your **tutor** of any conflict or unresolvable problems with the group.
- Complete the peer assessment form and include with the group project.
- In the event that student received a poor student assessment on group project, that student has 24 hours from the time of being notified by course coordinator to produce evidence of their efforts in the project. If they fail to do so, the student's grade as amended by their group peers will stand.
- If a group is unable to resolve any differences then the course coordinator may split the group or reallocate its members.

GROUP CHARTER

(This is to be submitted online using the Assignment tool before the first group presentation).

It is a normal business practice to get all agreements that are designed to be binding on the parties involved, put into writing. It is suggested that you decide what problems you wish to see overcome and provide some solutions as to how it could be done. It is further suggested that you now take the time to establish the acceptable group norms and behaviours that you will enforce by exclusion from the group, for any and all individuals who do not conform. Below is a 'group contract' that will bind you all to what YOU ALL decide, till the group is dissolved when the final seminar is concluded. **You need to hand a copy of this charter to your tutor by the end of week 3 of the course.**

GROUP CONTRACT

It is agreed that the members of this group will:

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

It is freely signed to by the parties who have signed below, that all group members listed as signatories, are bound by their signatures to carry out all duties and obligations and in return, they bind all other to give the same assurance.

Grade desired

I	Ph
I	Ph
I	Ph
I	Ph

have read and signed this understanding that the ultimate sanction of dismissal from the group will require me to do all the assignments in the outline on my own to the same standard as a group of 4 would.

GROUP CHARTER

This is a chapter that you, both as individuals and as groups, have with regard to the behaviour and conduct of the group and the members that comprise it. Many of you may have reservations about working with groups, you may feel it is culturally inappropriate to work with someone of another culture. While all these may be valid reasons to you, they do not necessarily find credence among others. As the world into which you are going to work, will demand closer working relationships, across cultures, genders and all manner of diversity, it is advisable you learn to learn from the opportunities that arise from group work. Be they good, or bad. What are your rights? Well, for each right you have, comes a corresponding obligation. Each group member has a right to expect a certain standard of performance from each group member and each member a certain level of performance from the rest of the group. Consider what is listed below:

RIGHTS	OBLIGATIONS

THE GROUP	THE MEMBER
Has the right to expect members to be on time.	You have the obligation to be on time.
Has the right to expect high quality work.	You have the obligation to provide work of high quality.
Has the right to have all members in attendance at all group meetings.	You have the obligation to inform the group, in ADVANCE, if you cannot attend.
Has the right to expect full input and participation from each group member.	You have the obligation to speak up FREQUENTLY, to add your own contribution.
Has the right to dismiss a group member who chooses not to perform.	You have the obligation to support your group's decision even if it means a friend is involved.
Has the right to debate another's point of view, but without criticising the individual.	You have the obligation to critically analyse the statements of others, but without being critical of the person.
Has the right to expect the full and strenuous support of all members, at all times.	You have the obligation to deliver that support, at all times.
Has the right to allow other group members to hold different opinions.	You have the obligation to act as a 'devil's advocate' when you feel the situation requires you to do so.

Evaluation of Group Performance

(This is done as an online survey accessed via Moodle at the end of the semester)

Name _____

On the following scale 1 = poor contribution, 3 = acceptable level of contribution and 5 = excellent contribution.

Self Assessment

I contributed to the group performance by:

How would you rate your contribution 1 2 3 4 5

Other Group members

1. _____ contributed to the group's performance by:

How would you rate this members contribution 1 2 3 4 5

2. _____ contributed to the group's performance by:

How would you rate this members contribution 1 2 3 4 5

3. _____ contributed to the group's performance by:

How would you rate this members contribution 1 2 3 4 5

4. _____ contributed to the group's performance by:

How would you rate this members contribution 1 2 3 4 5

How would you rate this member's contribution. 1 2 3 4 5

What do you think were the group's strengths?

What skills and issues do you think it would be helpful for you to work on next time you work in a group?

Peer Assessment Form

Confidential

Please indicate what you feel was the relative contribution that you and your team mates made to the group project this semester. Give a rating score to each group member so that the scores add up to 100 points.

	Name	Contribution
Yourself		
Member #2		
Member #3		
Member #4		
Total		100 points

Any special comments or issues you wish us to take into account?

Please fold this form and give to Your Tutor.

Tutorial Time: Day: Tutor:

Research and Practice

- This unit gives you practice in applying research findings in your Group Reports.
- This unit gives you opportunities to conduct your own secondary research

Changes since First Published

Date	Description
05/08/2013	Typos have been corrected. No other changes have been made.
05/06/2013	The Description was updated.