

Soupe populaire à l'UQAM

Coup de pouce pour les étudiants démunis

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Le dialogue entre le mouvement collectif Ras-le-bol et l'Université du Québec à Montréal évolue «lentement mais sûrement», dans le but d'offrir une soupe populaire cinq soirs par semaine à

étudiants démunis. «De semaine en semaine, il y a de plus en plus de monde», témoigne Maxime Roy-Allard, étudiant en science politique à l'UQAM et bénévole du mouvement qui réclame le droit de tenir un repas communautaire dans l'enceinte de l'université.

D'ailleurs, lors du dernier souper, jeudi, près de 200 personnes ont bénéficié du repas végétalien gratuit offert par le Ras-le-bol au dernier étage du

pavillon Judith-Jasmin de l'UQAM.

Le mouvement, qui a commencé l'année dernière, sans l'aval de l'administration de l'université, se fait au grand dam des cafétérias de l'établissement qui estimaient que la distribution de repas gratuits leur faisait une concurrence déloyale.

tent avoir leur vraie cuisine à l'UQAM, proposer des repas cinq fois par semaine, au lieu de deux actuellement, et créer «un espace autogéré» qui accueillerait des groupes de musique et des conférences.

Pour le moment, c'est avec le soutien de la soupe populaire

de *People's Potato* de Concordia, qu'ils préparent les repas dans la cuisine de l'université anglophone.

« Un projet pérenne »

Les étudiants veulent monter un projet pérenne. Ils souhaitent



Pour les étudiants démunis, une soupe populaire présente une alternative aux cafétérias de l'université. - PHOTO AGNÈS CHAPSAL/24h




Briefly Speaking

The question is not what you look at but what you see.

Henry David Thoreau
(1817–1862)
philosopher

campaigns and zoned advertising programs for consumers located within a certain distance from a store and even within specific city blocks. Newly developed technology makes it possible for marketers to target an individual consumer standing in a supermarket checkout line or walking down a busy city street. Woody Norris's invention—called Hypersonic Sound emitter, or HSS—may be a marketer's dream. With technology that "shoots tightly focused waves of ultrasound," HSS can transmit an audible message to a single person who may be standing 60 metres away from the transmitter. No one standing on either side of the person will hear the message, and if the person steps to the side of the target, the sound disappears. Think of the implications in a supermarket. As you walk down a single aisle, you might receive one message as you pass the popcorn, another as you pass the breakfast cereal, still another as you pass the crackers. And there are no loudspeakers. Already, marketers are flocking to Norris's company, American Technology Corp., to sign up for the new technology. Wal-Mart and McDonald's are just two companies that are testing it. Several undisclosed supermarket chains are eager to nab the product as well. DaimlerChrysler is considering installing the technology so that drivers and passengers can listen to two different music systems without interfering with each other. HSS may be able to provide the ultimate in relationship building with a large market.²⁷

Technology can also create convenience—time and place utility—while enhancing customer satisfaction and building customer loyalty. Imperial Oil's Speedpass is a perfect example. At Esso self-service pumps, customers merely wave their electronic pass—attached to their car keys—across an electric eye to process payment for fuel. This way, fill-ups are quick and easy—and payment takes place right at the pump. Customers can also use their Speedpass to purchase convenience items and automobile supplies at the Esso stations, and they automatically get Esso Extra points or Aeroplan Miles on eligible purchases.



MARKETING
Concept Check

1. Define *creativity*.
2. Explain the concept of critical thinking.
3. Why are both of these attributes important for marketers?

INTERACTIVE MARKETING

Interactive marketing is a two-way communication between the marketer and the consumer. It is a form of marketing that allows the consumer to interact with the marketer. Interactive marketing can be used in many ways, such as through email, social media, and mobile devices. Interactive marketing can help marketers build stronger relationships with their customers and increase sales. Interactive marketing can also help marketers understand their customers better and tailor their marketing messages to their needs. Interactive marketing can be used in many ways, such as through email, social media, and mobile devices. Interactive marketing can help marketers build stronger relationships with their customers and increase sales. Interactive marketing can also help marketers understand their customers better and tailor their marketing messages to their needs.

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ULTRA BRANCHÉ.
CAMPUS CHEZ SOI

AUCUN INTÉRÊT AUCUN PAIEMENT AUCUNS FRAIS PENDANT 12 MOIS.

FAITES TOURNER LE MOTEUR

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CHARACTERISTICS OF NOT-FOR-PROFIT-MARKETING

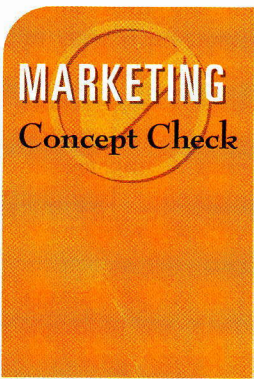
4 Describe the characteristics of not-for-profit marketing.

The most obvious distinction between not-for-profit organizations and for-profit—commercial—firms is the financial **bottom line**, business jargon that refers to the overall profitability of an organization. For-profit organizations measure profitability by sales and revenues, and their goal is to generate revenues above and beyond their costs to make money for all stakeholders involved, including employees, shareholders, and the organization itself. Not-for-profit organizations hope to generate as much revenue as possible to support their causes, whether it is feeding children, preserving wilderness, or helping single mothers find work. Historically, not-for-profits have had less exact goals and marketing objectives than for-profit firms, but in recent years, many of these groups have recognized that to succeed, they must develop more cost-effective ways to provide services, and they must compete with other organizations for donors' dollars. Marketing can help them accomplish these tasks.

There are other distinctions between the two types of organizations as well, each of which influences marketing activities. Like profit-seeking firms, not-for-profit organizations may market tangible goods and/or intangible services. The Royal Ontario Museum sells individual passes and memberships, provides educational programs for adults and special Saturday morning programs for children (intangible services), and sells reproductions and adaptations of many of its pieces (tangible goods). But profit-seeking businesses tend to focus their marketing on just one public—their customers. Not-for-profit organizations, however, must often market to multiple publics, which complicates decision making about the correct markets to target. Many deal with at least two major publics—their clients and their sponsors—and often many other publics as well. Political candidates, for example, target both voters and campaign contributors. **A college or university targets prospective students as clients of its marketing program, but it also markets to current students, parents of students, alumni, faculty, staff, local businesses, and local government agencies.**

A customer or service user of a not-for-profit organization may wield less control over the organization's destiny than would be true for customers of a profit-seeking firm. The children who are fed and sheltered by Save the Children, Childreach, and similar organizations have less influence on the organization's direction than do affluent children who buy CDs at the local mall. Not-for-profit organizations also often possess some degree of monopoly power in a given geographic area. An individual contributor might object to United Way's inclusion of a particular local agency, but that agency will still receive a portion of that donor's contribution.

In another potential problem, a resource contributor—whether it is a cash donor, a volunteer, or someone who provides office space—may try to interfere with the marketing program in order to promote the message that he or she feels is relevant. Or a donor might restrict a contribution in certain ways that make it difficult for the organization to use. During a capital campaign to raise funds for a new science centre, a university alumnus might make a restricted gift to the university theatre instead.



MARKETING
Concept Check

1. Give an example of a private sector not-for-profit organization and a public sector not-for-profit organization.
2. Why do for-profit and not-for-profit organizations sometimes form alliances?
3. What is the most obvious distinction between a not-for-profit organization and a commercial organization?

NONTRADITIONAL MARKETING

5 Identify and briefly explain each of the five types of nontraditional marketing.

As marketing evolved into an organizationwide activity, its application has broadened far beyond its traditional boundaries of for-profit organizations engaged in the creation and distribution of tangible goods and intangible services. In many cases, broader appeals focus on causes, events, individuals, organizations, and places in the not-for-profit sector. In other instances, they encompass diverse groups of profit-seeking individuals, activities, and organizations. Table 1.3 lists and describes five major