

## **TERMS OF REFERENCE FOR AN ENDOWED FUND**

### **NAME OF ENDOWED FUND**

## **RGA / MICHEL CLOUTIER EXCELLENCE FUND**

### **INTRODUCTION**

Born in Quebec's Beauce region, Michel Cloutier was dean of the Faculty of Administration at the Université de Sherbrooke until he decided to continue his career in the private sector. He worked for Bombardier, La Presse, Gaz Inter-Cité and First Choice before returning to academic life, at the University of Ottawa.

A founding member of the Regroupement des gens d'affaires (RGA), an in-demand speaker, a renowned executive trainer and marketing consultant, a very popular professor with his students and creator of a student marketing competition at the Telfer School of Management, Michel Cloutier was always very active in the business scene and took great satisfaction in bringing businesspeople and the university community together. In April 1991, when he was Telfer's vice-dean, he died after a battle with cancer.

To continue his mission of bringing people together, the RGA / Michel Cloutier Excellence Fund was created, to provide yearly support for initiatives such as the Telfer School of Management's semi-annual Michel Cloutier Marketing Competition at the University of Ottawa.

Twice a year, uOttawa's Telfer school and the Telfer Marketing Association organize a case competition for fourth-year marketing honours students. Launched in 1986 by Professor Cloutier, the competition took on his name to honour him after his passing.

The competition introduces students to the business community by having them work on a real marketing plan for a partner company. It allows them to improve and apply their marketing knowledge through actual cases.

In a similar vein, the RGA / Michel Cloutier Excellence Fund assists the marketing team that represents Telfer at the Jeux du commerce.

### **PURPOSE OF FUND**

To reward the student winners of the semi-annual Michel Cloutier Marketing Competition and assist the team chosen to represent the Telfer School of Management at the Jeux du commerce.

### **FUND DETAILS**

#### **Eligibility criteria**

Applicants must:

1. participate in the semi-annual Michel Cloutier Marketing Competition; or
2. participate in the Jeux du commerce as a member of the marketing team.

### **MARKETING COMPETITION**

**Value:** Variable

**Number:** Three per competition (one award for the first place team, and one each for the two other finalists)

**Frequency:** Annual (Fall and/or Winter terms)  
**Level of study:** Undergraduate

**JEUX DU COMMERCE — MARKETING TEAM**

**Value:** \$500  
**Number:** Three  
**Frequency:** Annual  
**Level of study:** Undergraduate

**Note:** If funds allow, awards will also be given to the first place team and the two other finalists in the second semi-annual Michel Cloutier Marketing Competition.

**APPLICATION PROCEDURE**

No application required. The funds are allocated automatically.