

E.E. department picked to get 15 new computers

By Stephen Masters
Senior Staff Writer

The Texas A&M electrical engineering department has been selected to receive 15 donated Apple Macintosh II A/UX work stations next week, the company's student representative said Thursday.

Josh Shipsey, a junior electrical engineering major and Apple student representative, said A&M is the first school in the state to receive these systems, which use both Apple and UNIX operating systems.

The computers will be equipped with four megabytes of random access memory, equal to approximately 2,000 typed pages of information, and an 80 megabyte hard disk for permanent storage, equal to about 40,000 typed pages of information.

A byte is a basic unit of information in a computer — one byte of memory stores one character of information.

The computers are scheduled to be put in 218C Zachry next week, Shipsey said. He said an exact time

hasn't been set because the computers must be given a test run for a few days. The lab will be dedicated on Feb. 8.

The work stations also include color monitors and two Laserwriter II NT laser printers will be available for use, he said.

A spokesman for the Micro Computer Center in the MSC priced the Macintosh systems, without the hard disk drives, at \$6,000 each and the laser printers at \$3,408 each.

Shipsey said Apple donated \$250,000 for equipment and about \$120,000 was received from other donors for software.

He said the terminals will be used in graduate and undergraduate electrical engineering courses but would not estimate how many classes would use the stations.

The terminals will be open to all students and will be a part of the current VAX system, he said.

Shipsey said the software for these terminals will greatly help electrical design students, especially a computer aided design program by

Douglas Corporation. The program allows circuit board design and production time to be cut from two weeks to two days, he said.

Also available is Mac VLSI, an Apple form of large scale integration, Shipsey said. Because energy cannot be sped up, computer reaction time can only be increased by decreasing the distance between the memory locations. VLSI technology does this by putting more information on a single microchip. The Mac VLSI is similar to Magic software in the UNIX system, he said.

Several other software packages could possibly be used, Shipsey said, but they have not been confirmed yet.

He said the department and Apple is hoping for feedback on the computers from users.

"Student and faculty feedback is really important to us," he said. "We're especially trying to get faculty feedback. Show us what you can do with it."

Companies find donations can bring increased profits

By Holly Beeson
Reporter

Companies are discovering that teaming up with non-profit organizations can increase sales and enhance brand or corporate image.

Research by Texas A&M marketing professor Dr. Rajan Varadarajan and doctoral student Anil Menon has shown how successful this relatively new marketing tool can be.

"Cause-related marketing, as it is called, is a phenomenon of the '80s," Varadarajan said, "even though it has been practiced by some companies for more than 25 years."

Procter & Gamble has been using cause-related marketing for nearly nine years. They donate 10 cents to the Special Olympics for each manufacturer's coupon redeemed by consumers.

"Today, any firm engaged in the marketing of packaged consumer products, particularly the frequently purchased items, is involved in cause-related marketing," Varadarajan said.

One reason firms are using this new marketing tool is to gain brand differentiation.

"The company may tilt the consumer's brand choice in its favor when there is not much intrinsic differentiation between products," Varadarajan said.

In most situations, he said, a company is unlikely to engage in cause-related marketing unless it will be profitable. He said highly visible causes are more likely to interest a firm because there's a better chance for media visibility and positive publicity.

"It is designed as a win-win situation," Varadarajan said. "Both the firm and the cause benefit."

"There is a contract between the non-profit organization and the firm, which ensures a positive outcome for each."

Consumer reaction is also positive, he said.

American Express Co. increased usage of its card by almost 30 percent when they offered to donate a penny toward the renovation of the Statue of Liberty every time a customer used the charge card and a dollar for each new card issued.

"Perhaps consumers are motivated because they think the company is acting in a more socially responsible manner," Varadarajan said.

Universities also benefit from cause-related marketing.

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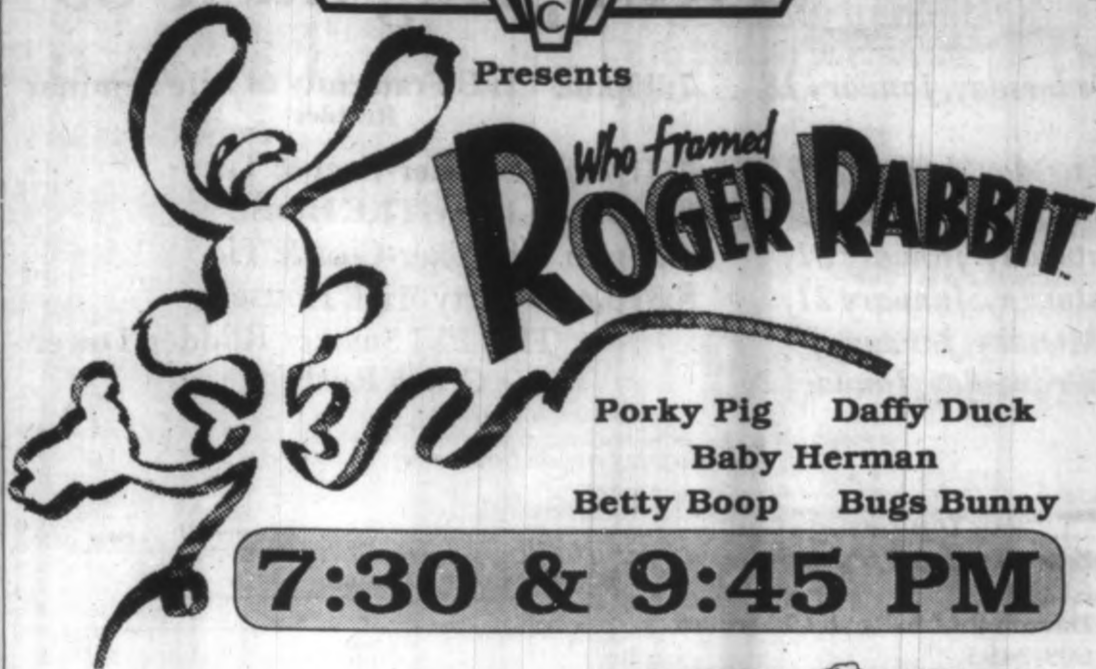
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