Marcia Paige Scholars

Marcia Paige

"Keep it sharp."

That's the motto Marcia Paige always quoted to her family, friends, and coworkers. That's also the motto she lived by. To her, there was no point in doing something if you didn't do it with passion and excellence.

And, boy, was she excellent.

She earned both a Bachelor's and Master's degree in Marketing. Then, she worked on advertising for Chrysler, General Mills, and McDonald's, to name a few. That's all while she was mentoring young people, traveling internationally, and receiving several awards for community outreach.

When she was diagnosed with cancer, she took it all in her 4-inch heel stride–dressing up for treatments, and taking conference calls at the hospital. She loved her life--and her work--that much.

Why did Marcia fit into the Moroch culture so well? Because she was a mover. A shaker. An achiever. A dreamer. A friend.

So we want to give you your chance to shine with the Marcia Paige Scholars program.

If chosen, you'll get the opportunity to show what you're made of. You'll need to innovate, plan, and coordinate projects, all with creativity and finesse.

And after 16 weeks, you'll have the competitive edge with a sharp new set of skills that Marcia would be proud of.

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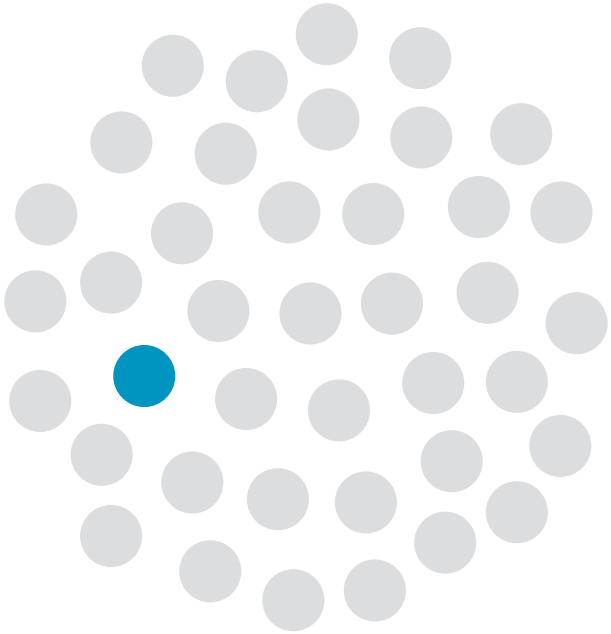


be significant.™

Now, more than ever,

people are looking for a more valuable experience from the brands they allow into their lives. And the people who lead those brands are looking to develop a relationship with the "person" or "target" next door versus simply communicating with a target.

They want to be significant.

And we want to be the most valued and trusted partner in our clients' structure. They need to know we have their back in business, as well as personally. We are not an agency that just receives briefs, goes away for a few weeks, and comes back with work. We are critical partners to our clients, and our clients include:

- McDonald's
- Coca Cola
- Baylor Healthcare System
- Sony Pictures
- Walt Disney Pictures
- Visionworks
- Western Union
- Ronald McDonald House Charities
- The Make-A-Wish Foundation

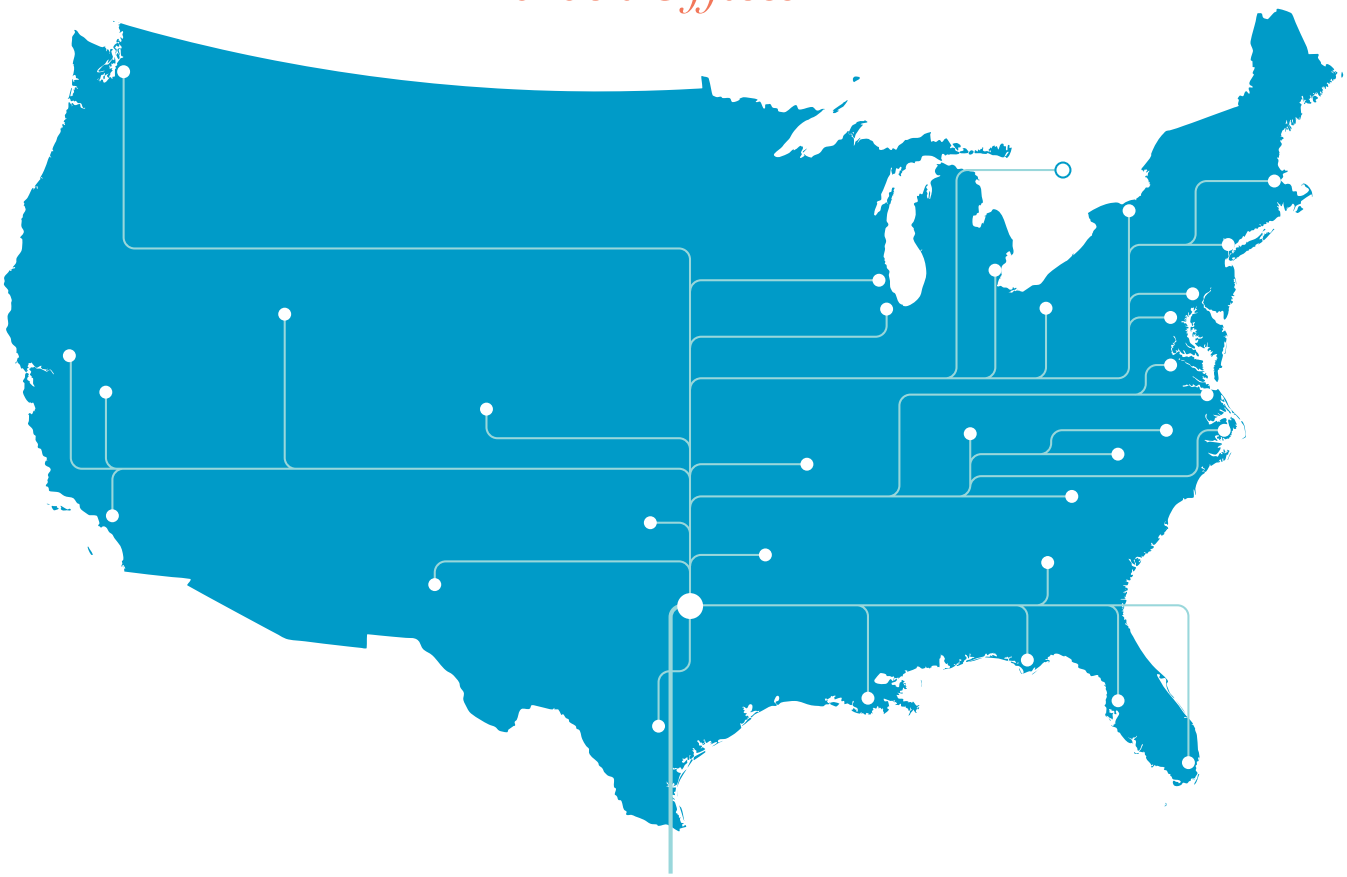
We are change agents.

We believe being significant begins with intimacy. Intimacy leads to the right strategy. The right strategy, executed passionately, delivers results.

Our Belief System

Respect everyone and everything.
Have honest conversations.
Talk about solutions rather than problems.
Do what's right and never give up.
Take ownership.
Discover and share.
Constantly look for ways to improve.
Always exceed expectations.
Take smart risks.
Enjoy yourself.

Moroch Offices



dallas

sacramento	san antonio	chicago	tampa	virginia beach
pasadena	oklahoma city	lexington	rochester	fort lauderdale
fresno	houston	panama city	charlotte	raleigh
seattle	little rock	detroit	roanoke	philadelphia
salt lake city	st. louis	atlanta	leesburg	norfolk
albuquerque	new orleans	parkersburg	greensboro	new york
denver	milwaukee	toronto	richmond	boston

Program Details

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- $500 Scholarship for each semester an intern fulfills their internship requirements as outlined by their college or university
- $10 per hour for a maximum of 30 hours or less per week for a 16 week cycle
- Real world experience within the account management area of an advertising agency
- Semester work plan based on the number of hours committed to by the intern
- Approval/signatures as needed/required for proof of performance
- Evaluations on performance as outlined by your college or university
- Supervision during the internship
- Two (2) oneonone sessions with one or more of the McDonald's Owner/Operators
  - One session to occur halfway through the semester
  - One session to occur at the end of the semester

Intern Requirements

- 2.5 GPA minimum
- Currently pursuing Bachelor's Degree in Marketing or Advertising
- US Citizen with valid identification
- Must be 18 years of age
- Adhere to all guidelines and policies as outlined by college or university
- Sign a letter of commitment to the internship
- Act professionally when in the presence of clients
- Demonstrate a willingness to learn
- Adhere to the agreed upon work schedule

Job Description

Outlined below is a sample of the type of duties the intern will perform throughout the semester. Please note the job responsibilities performed on behalf of the client in the advertising business change on a daily basis. This is applicable for all members of the account team. Therefore, the functions performed will vary week to week and semester to semester.

- Ability to multitask
- Shadow account team at client meetings
- Participate in preparation of client meetings
- Determine effectiveness of promotions and/or advertising tactics
- Develop/edit monthly communication documents for the client
- Media kit development, deliveries and support coordination of added value
- Community event coordination and potential execution
- Participate in Account Team meetings
- Develop an understanding of the account management area of the advertising business
- Prepare presentations upon request
- Content creation
- Local market insights gathering
- Conduct research on the competitive set of the client
- Assist in development of individual marketing plans for the client
- Clerical functions upon request, as a minimal portion of the overall assignment
- Demonstrate a willingness to learn about Advertising/Marketing
- Demonstrate willingness to assist in any responsibility needed at any time
- Ask questions regularly
- Have fun!

To apply, please visit www.moroch.com/mpscholars.

Moroch is an Equal Employment Opportunity and Affirmative Action employer. This job description reflects the general details considered necessary to describe the principal functions of the job. It shall not be construed as a detailed description of all of the work requirements inherent in the job nor is it intended to be an exhaustive list of responsibilities, duties, & skills necessary to perform the job.

“Keep it sharp.”

~Marcia Paige

11/27/1970 ~ 3/24/2013