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**M/A/R/C® Research Joins Michigan State University MSMR Advisory Board**

Dallas— M/A/R/C® Research is excited to announce their participation with the Michigan State University (MSU) Master of Science in Marketing Research (MSMR) graduate degree program. Scott Waller, Vice President, recently joined the Michigan State University MSMR Advisory Board and will serve as M/A/R/C's representative on the board.

Michigan State's one-year MSMR program is one of the few in the U.S. that provides a graduate-level degree for people who want to build or accelerate their careers in marketing research. The program consists of two semesters of full-time coursework as well as one semester working in a paid internship program.

Scott, who formerly served as an advisory board member for the University of Texas at Arlington MSMR program, is pleased to have the opportunity to do the same with MSU.

"The faculty, administration, and advisory board at Michigan State have accomplished a great deal in the past several years and I look forward to contributing to this great resource for our industry and this national program," said Scott.

As a member of the advisory board, Scott has made a commitment to assist in developing the next generation of marketing research leaders as well as advance the value of marketing research. With over 25 years of marketing research experience, Scott adds depth and knowledge to a very diverse MSU MSMR advisory board.

**About M/A/R/C® Research**

M/A/R/C® Research is a custom marketing research firm dedicated to helping clients create, evaluate and strengthen their brands. M/A/R/C's teams design and execute qualitative and quantitative, traditional and online solutions while adhering to a client-service ethic built on being easy to work with and delivering what is promised. Our core competency is measuring attitudes and behaviors to accurately explain and predict market share, revenue and bottom-line impact of a client's actions.

M/A/R/C helps businesses address consumer, channel and B2B marketing issues to launch better products and services, attract and retain valuable customers, and build stronger brands. Our proven, marketing-issue-focused solutions support clients' brand-building efforts.

M/A/R/C has been successfully designing, executing and analyzing studies to help clients across a range of industries since 1965. We deliver research answers with a business perspective in the language of decision-makers.

M/A/R/C's client-service locations are in Dallas, TX (headquarters); Greensboro, NC; Nashville, TN; New York, NY; and St. Louis, MO. M/A/R/C is a part of Diversified Agency Services, a division of Omnicom Group Inc.

**About Diversified Agency Services**

Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) ([www.omnicomgroup.com](http://www.omnicomgroup.com)), manages Omnicom's holdings in a variety of marketing communications disciplines. DAS includes over 200 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.

**About Omnicom Group Inc.**

Omnicom Group Inc. ([www.omnicomgroup.com](http://www.omnicomgroup.com)) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.