

**THE UNIVERSITY OF YAOUNDE II
UNIVERSITE DE YAOUNDE II**

**ADVANCED SCHOOL OF
MASS COMMUNICATION
(A.S.M.A.C.)**

**ECOLE SUPERIEURE DES SCIENCES
ET TECHNIQUES DE L'INFORMATION
ET DE LA COMMUNICATION
(E.S.S.T.I.C.)**



**TELEVISION ADVERTISING:
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Specialisation: Advertising

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