

REPUBLIC OF CAMEROON
Peace-Work-Fatherland

REPUBLIQUE DU CAMEROUN
Paix-Travail-Patrie

THE UNIVERSITY OF YAOUNDE II
UNIVERSITE DE YAOUNDE II

ADVANCED SCHOOL OF MASS
COMMUNICATION
(ASMAC)

ECOLE SUPERIEURE DES SCIENCES ET
TECHNIQUES DE L'INFORMATION ET
DE LA COMMUNICATION (ESSTIC)



**THE PLACE OF ADVERTISING IN THE
COMMERCIALIZATION OF THE CAMEROON
DEVELOPMENT CORPORATION'S
PRODUCTS: THE CASE OF TEA.**

**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE RE-
QUIREMENTS FOR THE AWARD OF A BACHELOR OF ARTS (B.A)
DEGREE IN MASS COMMUNICATION.**

SPECIALIZATION: ADVERTISING

BY

NTOMNIFOR RICHARD FRU

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