

THE UNIVERSITY OF YAOUNDE II- SOA

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ADVANCED SCHOOL OF MASS
COMMUNICATION
(ASMAC)

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



**THE PART PLAYED BY ADVERTISING
IN THE MARKETING OF
CONVENIENCE PRODUCTS:
THE CASE OF ISF PRODUCTS**

*A dissertation presented in partial fulfillment of the requirements for the
award of a Bachelor of Arts (BA) degree in Mass Communication.*

Specialization: ADVERTISING

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