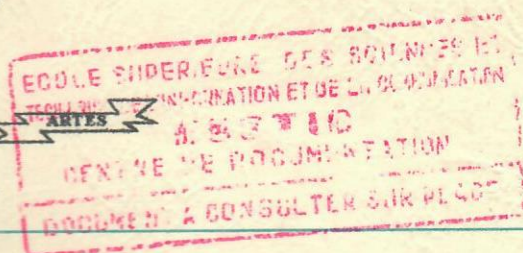
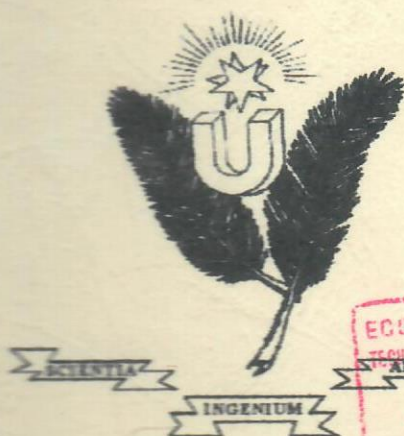


THE UNIVERSITY OF YAOUNDE II UNIVERSITE DE YAOUNDE II

ADVANCED SCHOOL
OF MASS
COMMUNICATION
(ASMAC)

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



ADVERTISING TO EDUCATE AND BENEFIT CONSUMERS THE CASE OF GUINNESS CAMEROON S.A. CURRENT ADVERTISING BILL POSTERS

A dissertation submitted in partial fulfillment of the requirement for
the award of a Bachelor of Arts degree in mass communication.

Specialization: Advertising

Presented by:

CHIA Comfort Fien

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Dr. MABOU
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