

UNIVERSITY OF YAOUNDE II
SOA

ADVANCED SCHOOL OF
MASS COMMUNICATION
(ASMAC)



**PUBLIC RELATIONS AND COMMUNICATION
CAMPAIGNS IN NON-GOVERNMENTAL
ORGANISATIONS IN CAMEROON
CASE STUDY: WWF - CPO**

*A Dissertation Presented and Publicly Defended in
view of obtaining a Diploma in Mass Communication
(DSTIC)*

Option: PUBLIC RELATIONS

By

Julietta NCHANG

B.A. English (Linguistics)

Supervised by

Dr. YONDOU Serge Willy

Lecturer

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