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UNIVERSITY OF YAOUNDE II
SOA

THE ADVANCED SCHOOL OF MASS
COMMUNICATION (ASMAC)
DIVISION II



**ADVERTISING AND ECOLOGICAL TOURISM:
A CASE STUDY OF THE KORUP NATIONAL
PARK AND PROJECT .**

**A Dissertation Submitted in Partial Fulfilment of the
Requirements for the Award of a First Degree
in Mass Communication.**

Specialization:

ADVERTISING

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