

REPUBLIC OF CAMEROON  
PEACE – WORK - FATHERLAND  
UNIVERSITY OF YAOUNDE II - SOA

ADVANCED SCHOOL OF MASS  
COMMUNICATION (ASMAC)  
DEPARTMENT OF ADVERTISING  
DIVISION II



**ADVERTISING TO MULTIPLE TARGETS :  
THE CASE OF GTZ – MOUNT CAMEROON  
PROJECT**

*A Dissertation In Partial Fulfilment Of The Requirements For The Award  
Of A Bachelor of Arts Degree (B.A.) In Mass Communication*

**SPECIALISATION : ADVERTISING**

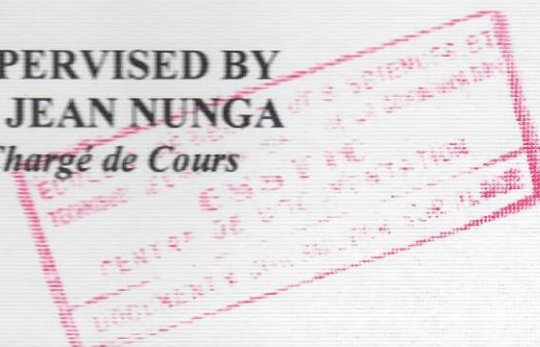
*By*

**EKOSSO GERALD MALIVA**

**SUPERVISED BY  
Dr. JEAN NUNGA**

*Chargé de Cours*

**November 2001**



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