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**AMIC WORKSHOP ON  
SOCIAL MARKETING /  
PUBLIC EDUCATION CAMPAIGNS,  
BAGUIO,  
MAY 18-26, 1987**

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This workshop consists of an introduction to the concept and practice of social marketing integrated via Module I, and the formulation of Module II, and pretesting of the modules. These modules developed during the workshop are intended to be prototypes for adoption by Philippine schools.

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