

2018/2017 :



2017/2018

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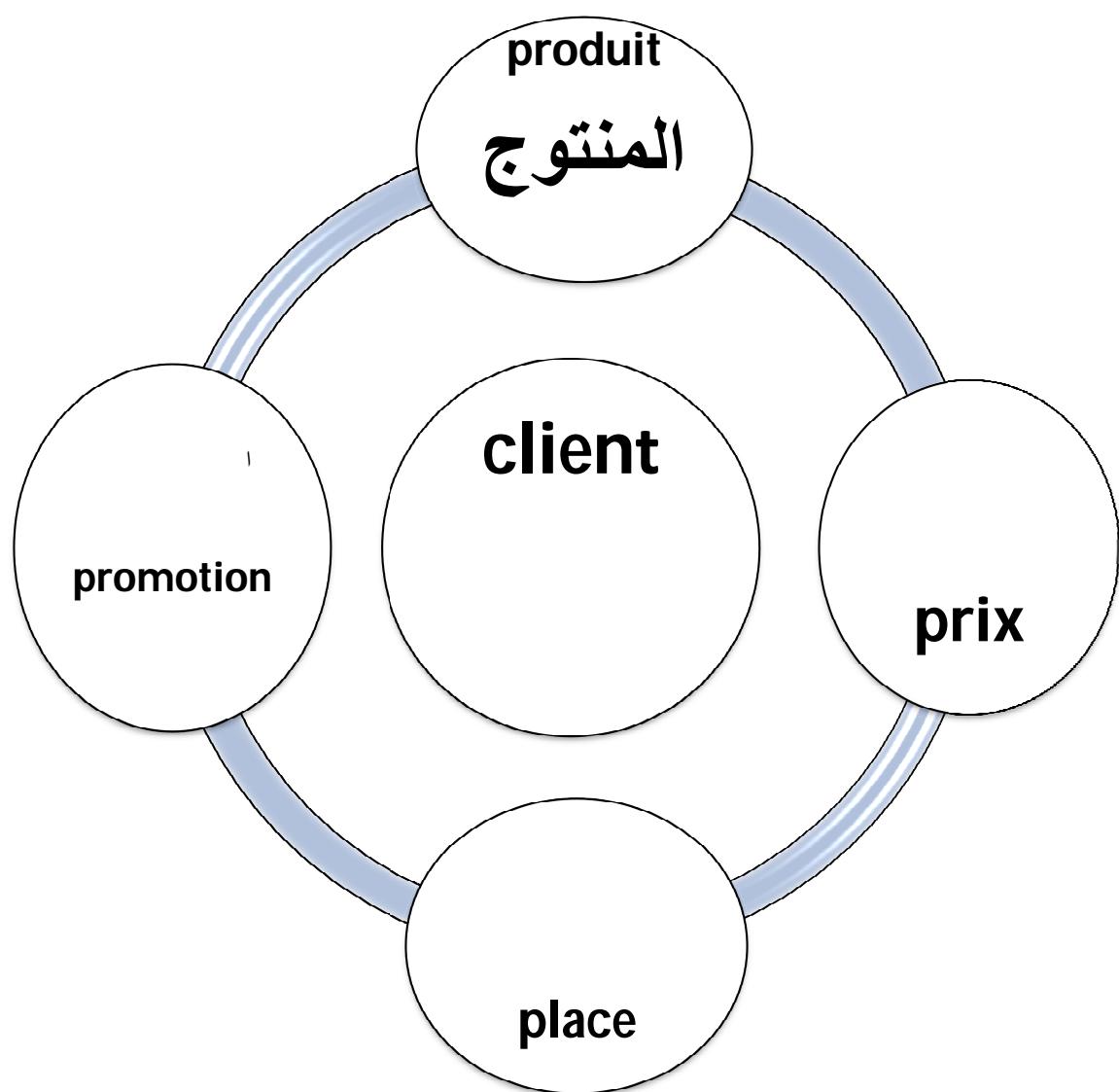
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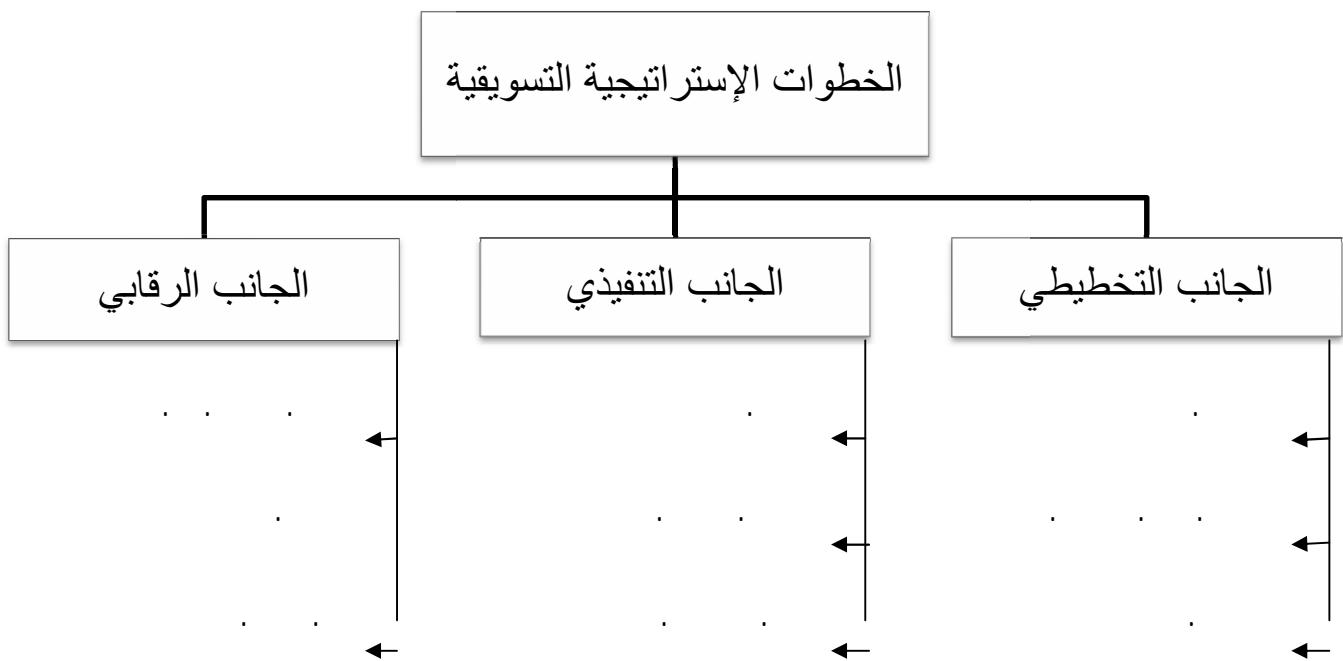
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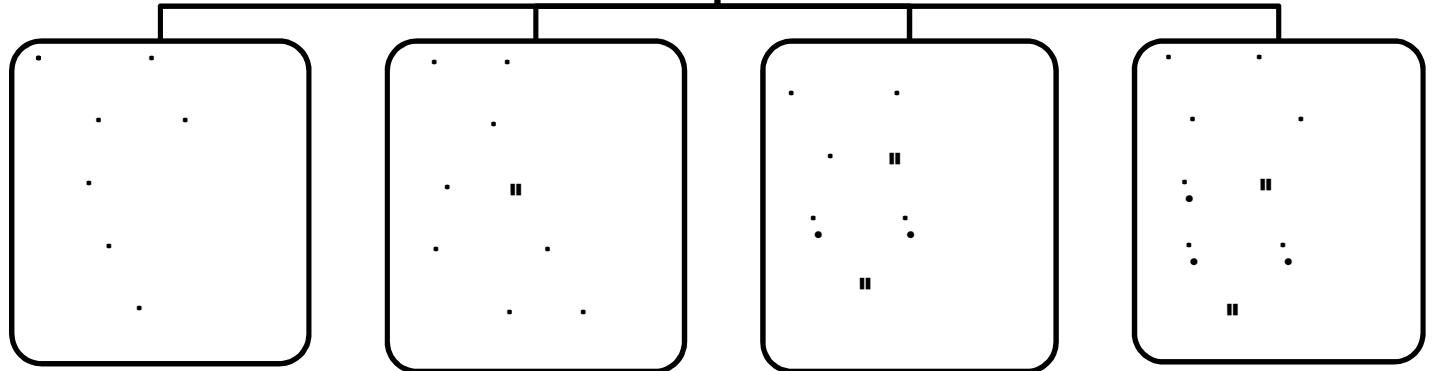
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⁽¹⁾ إيناس محمد غزال، الإعلانات التلفزيونية وثقافة الطفل، دار الجامعة الجديدة للنشر، الإسكندرية، 2001، ص 131.

⁽²⁾ Laurent Francois. **Les études de marché** "9X]Hcb'X cf[Ub]gJcb" DUf]g' & \$\$% d() %".

⁽³⁾ Allou paul. **Psychologie de la vente et de la publicité**. Collection sup. paris. 1977.p 200.

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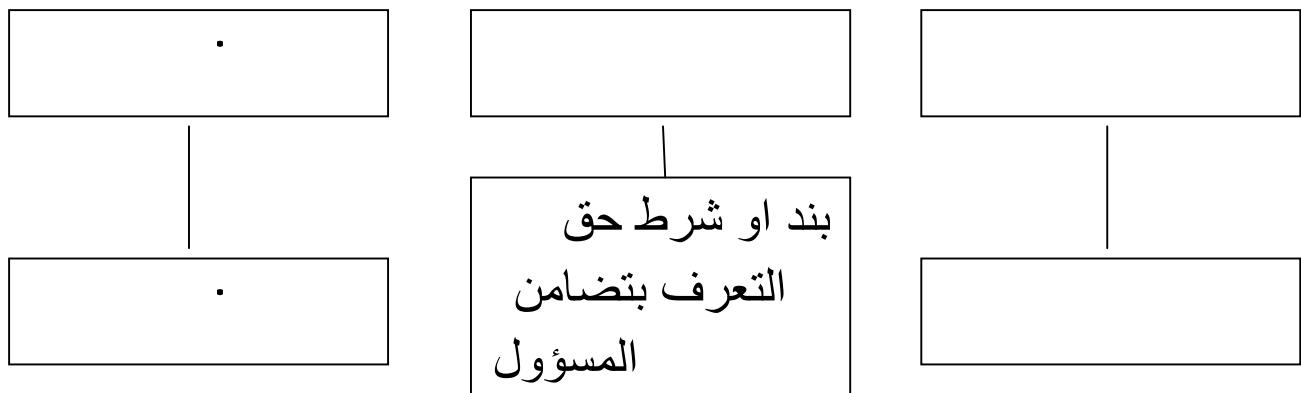
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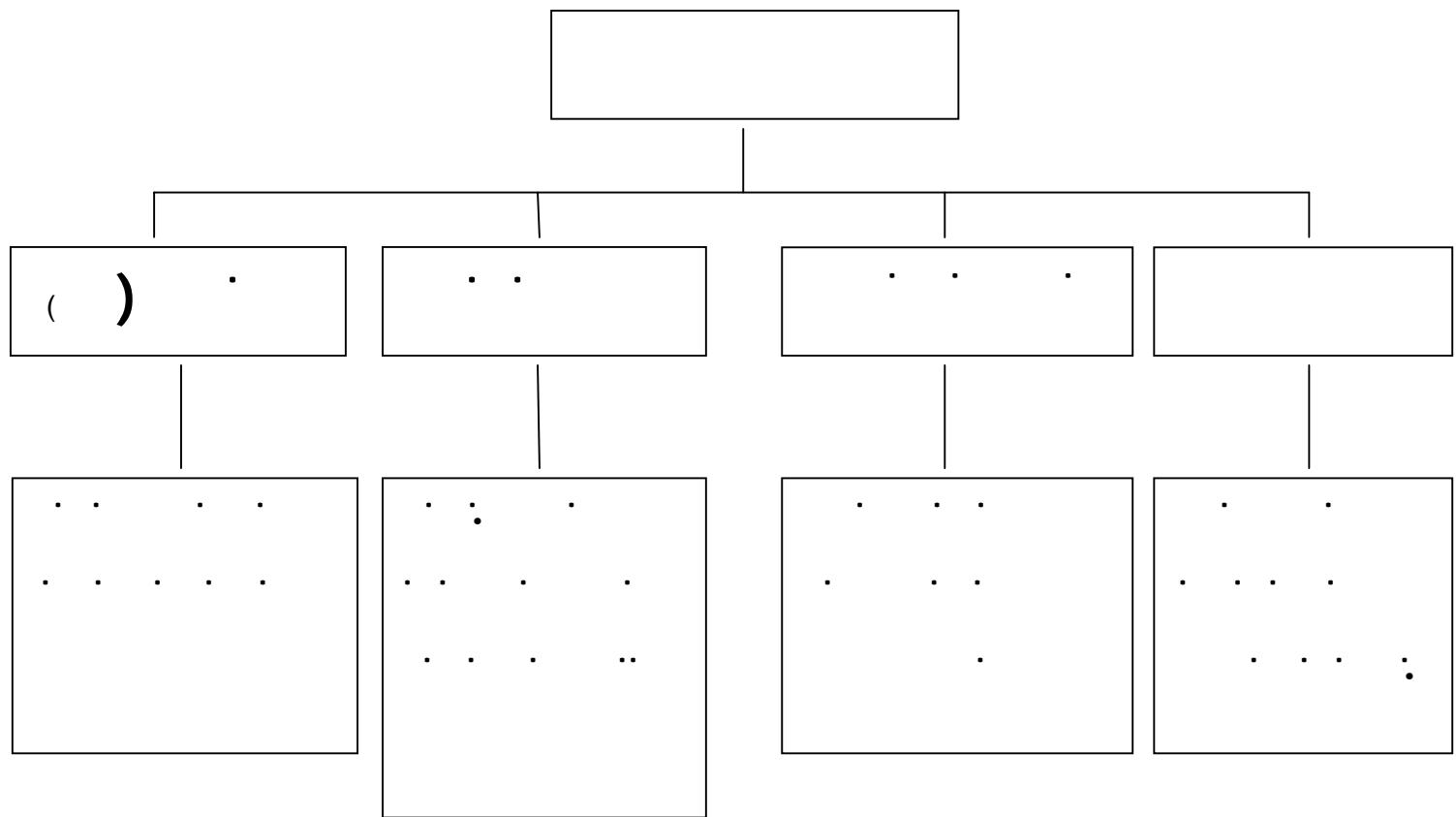
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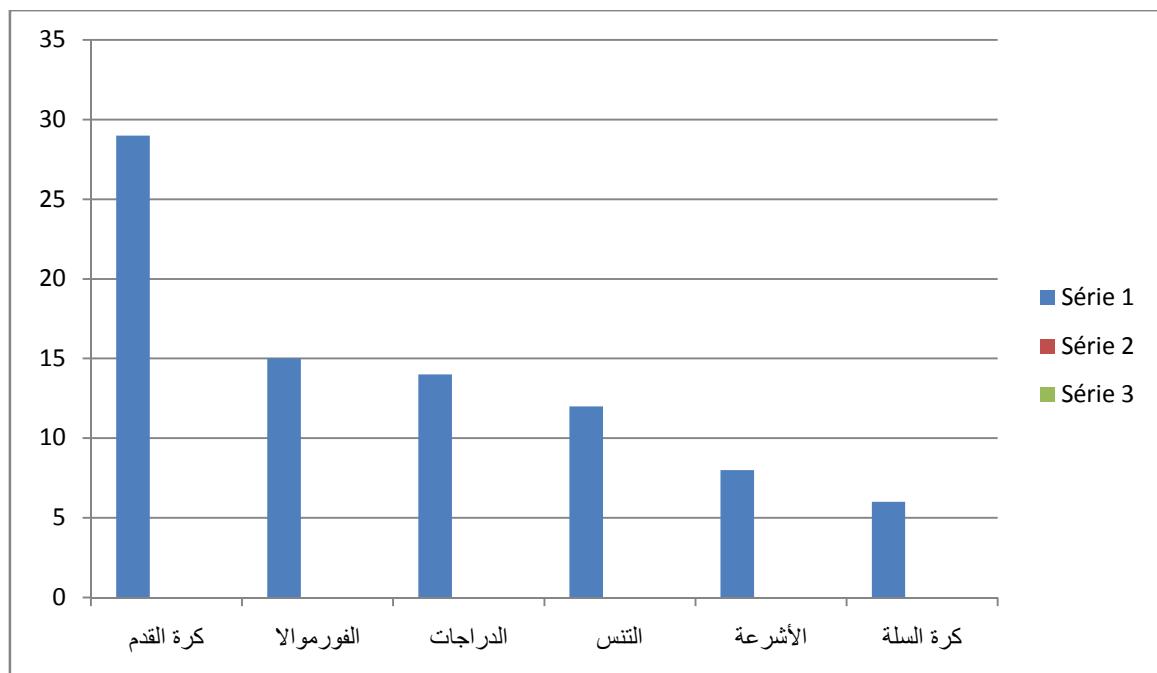
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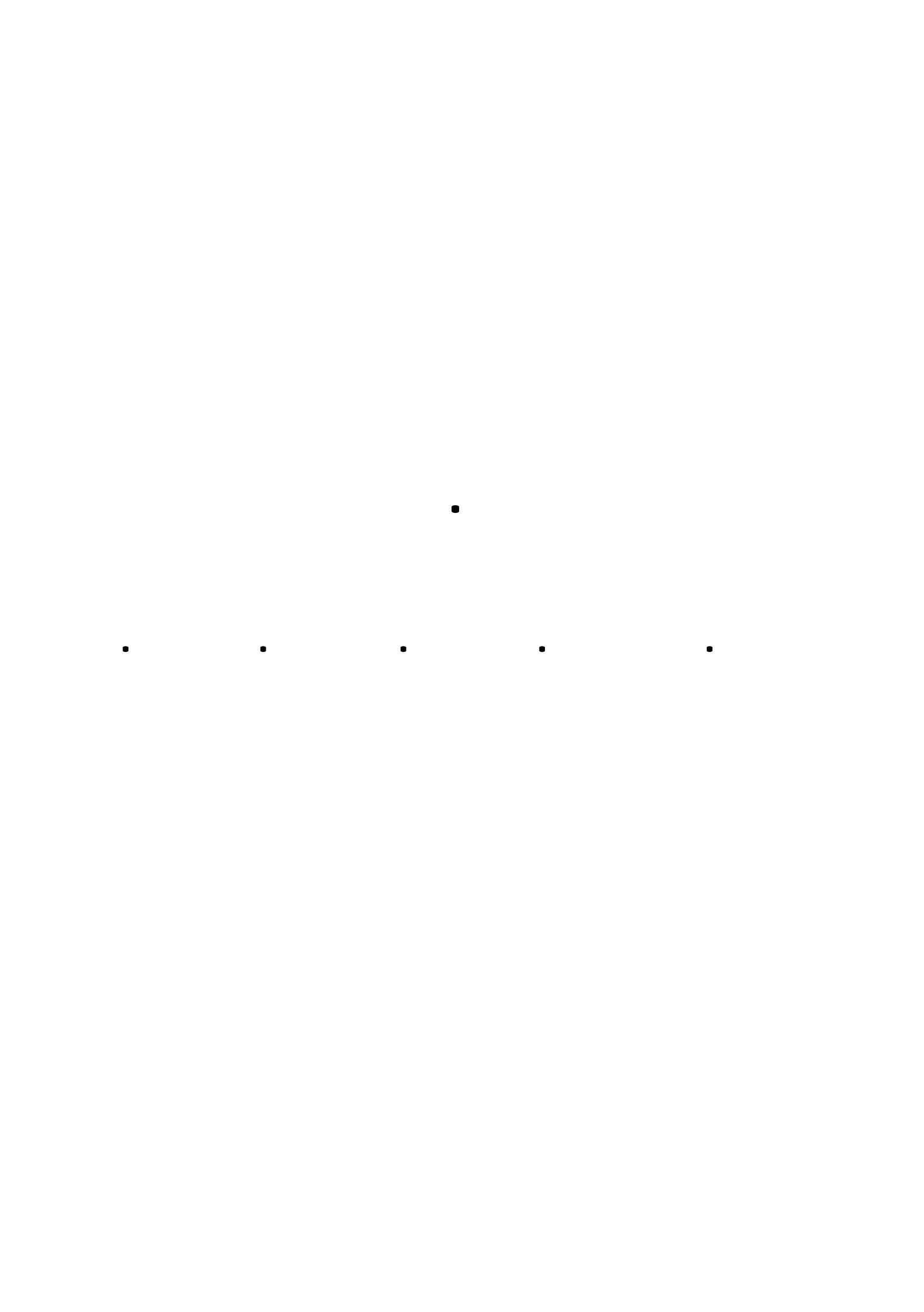
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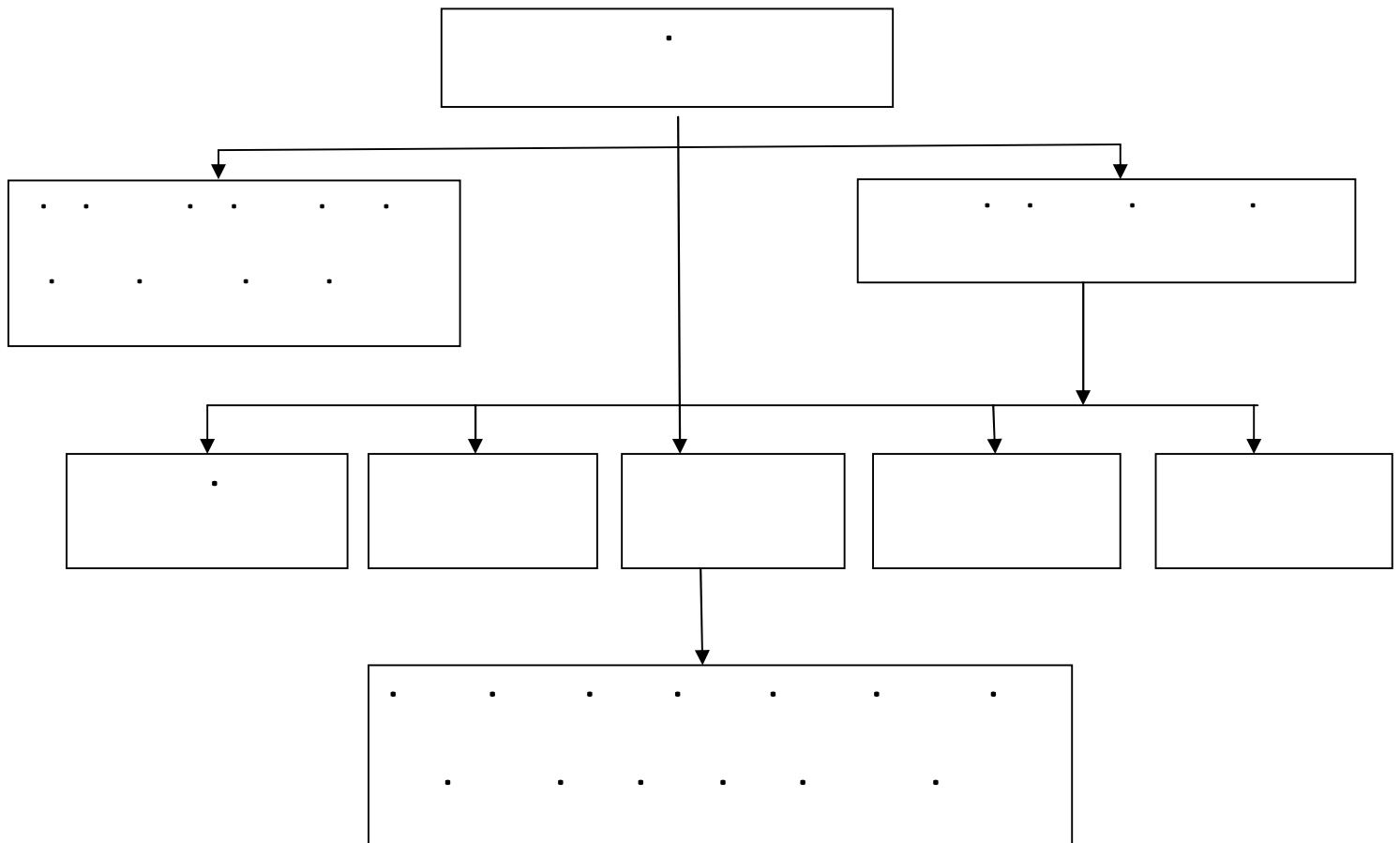
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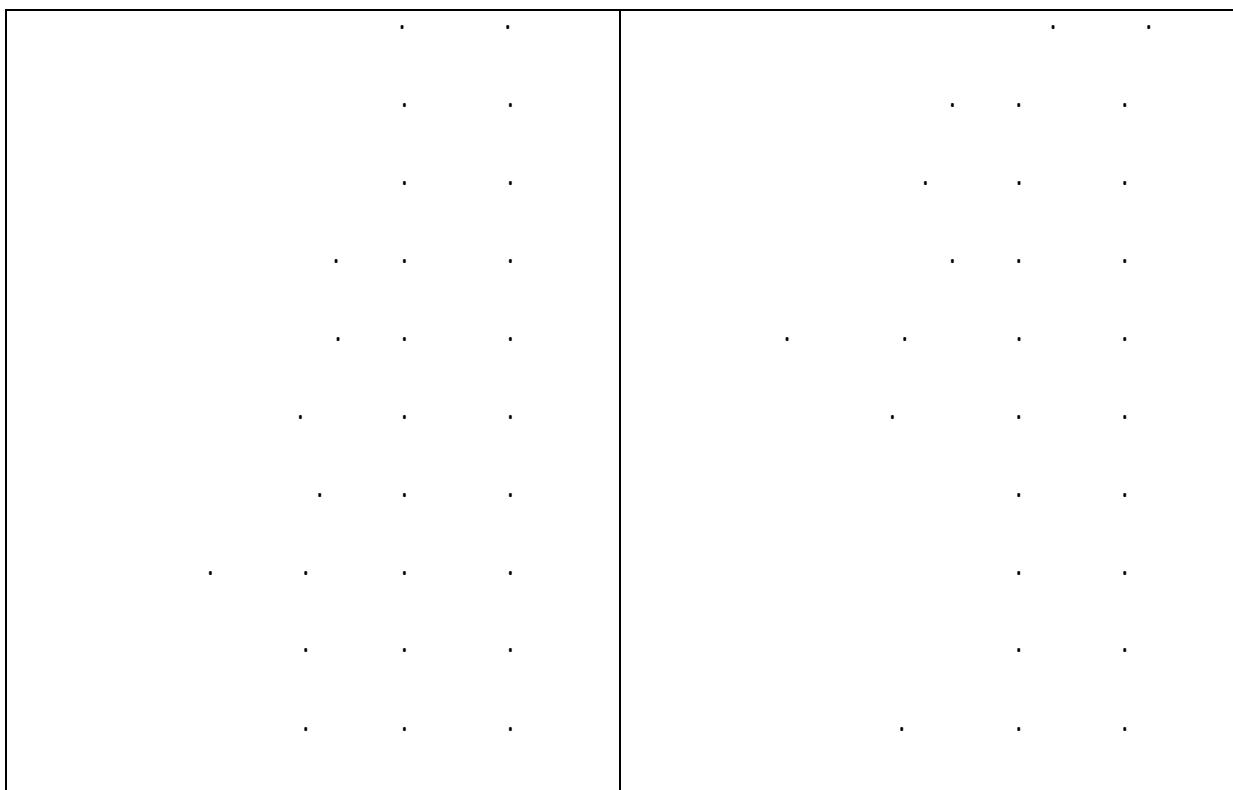
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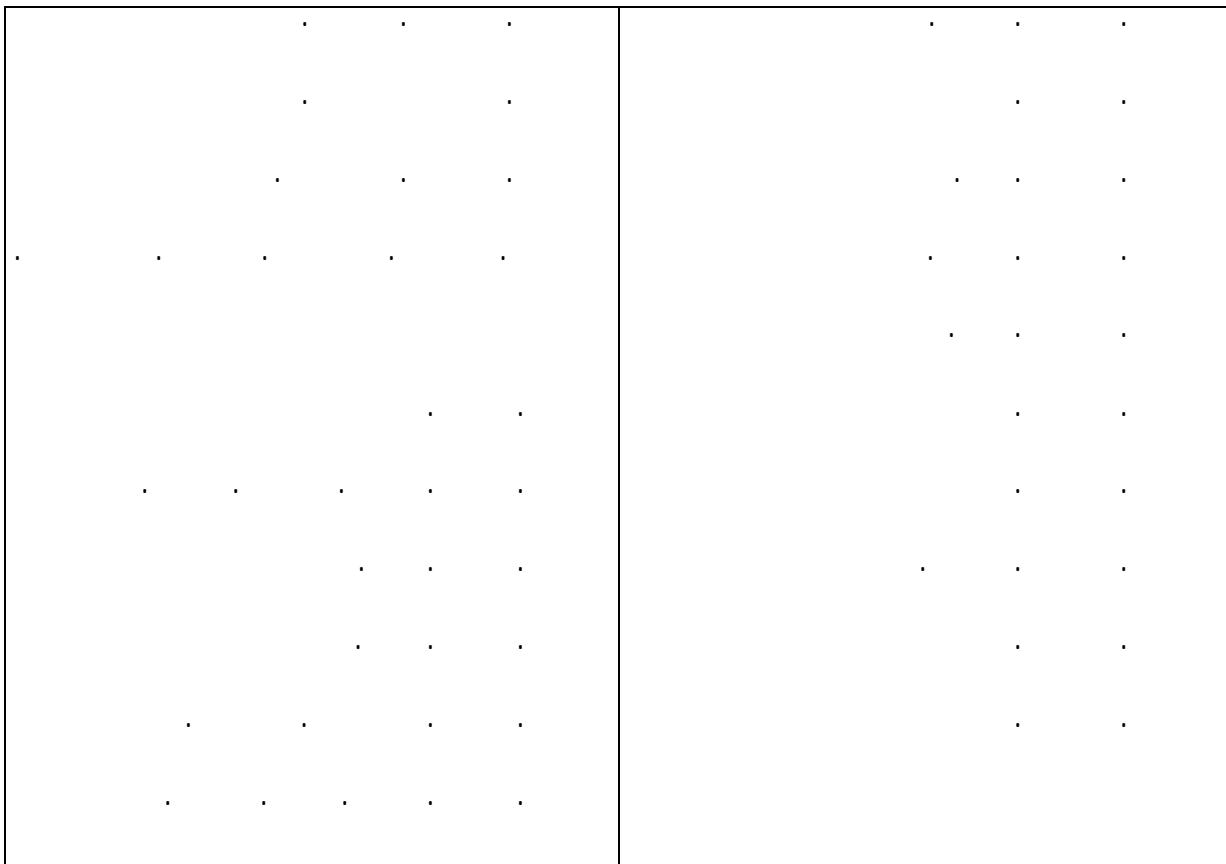
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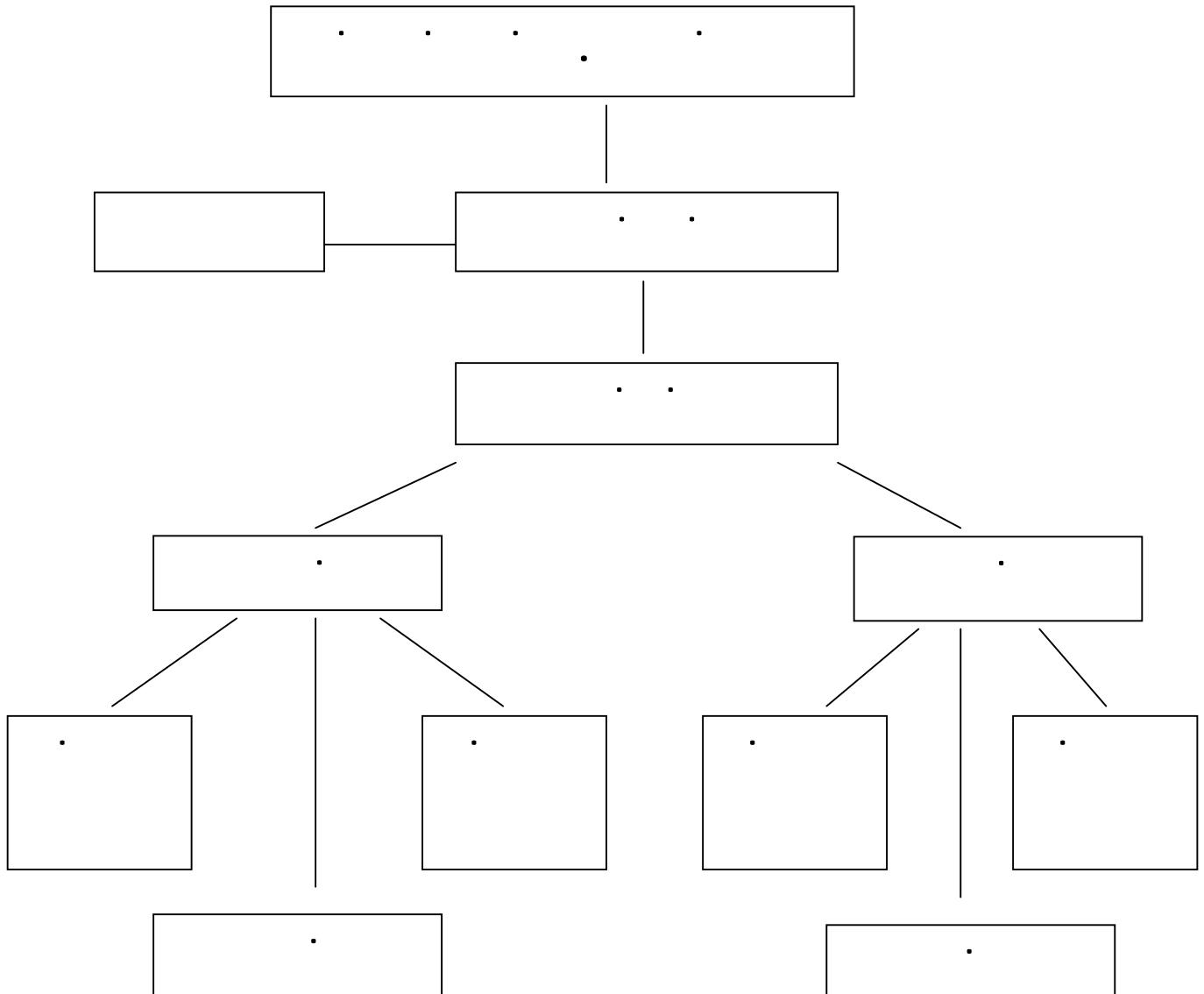
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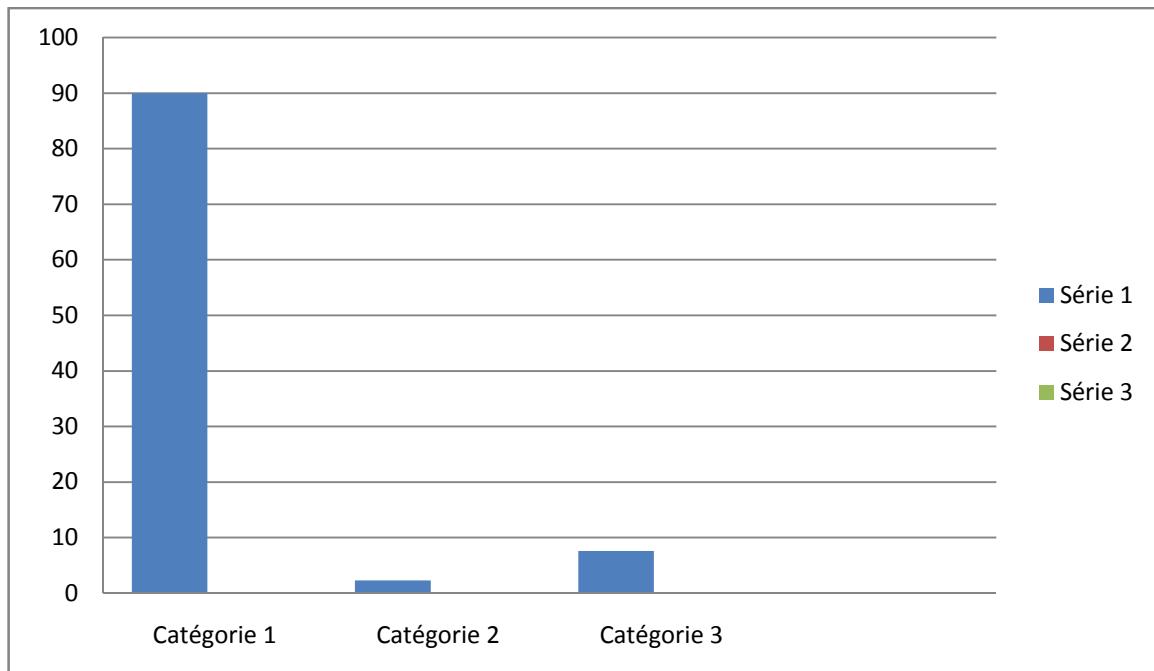
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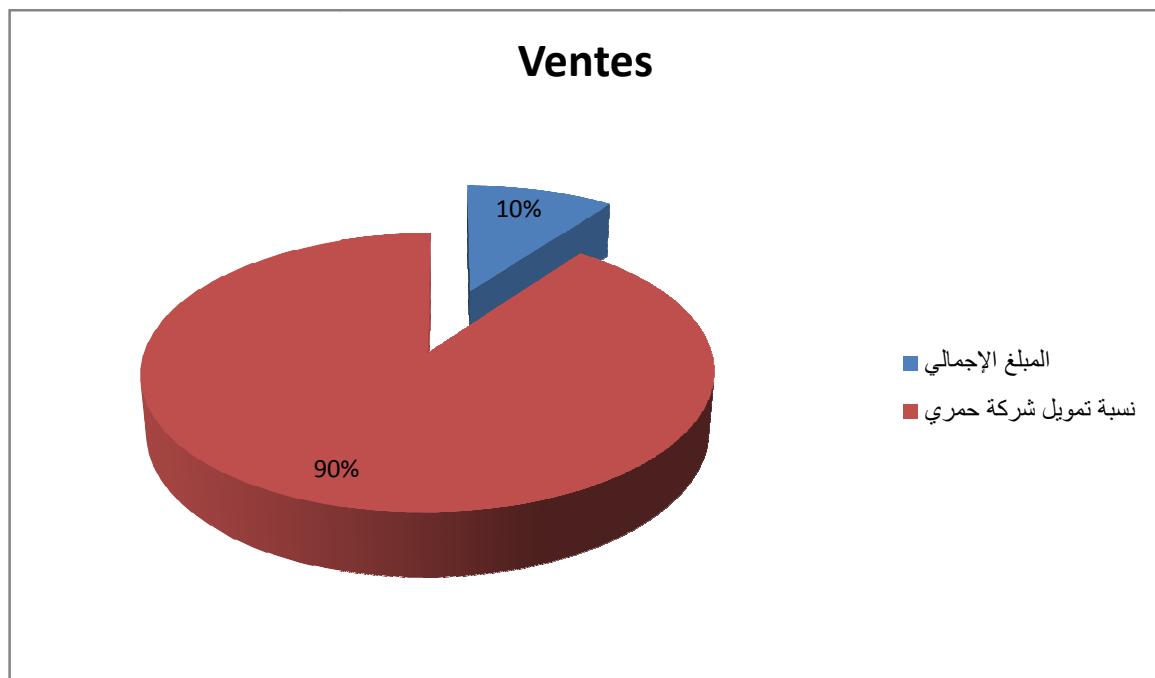
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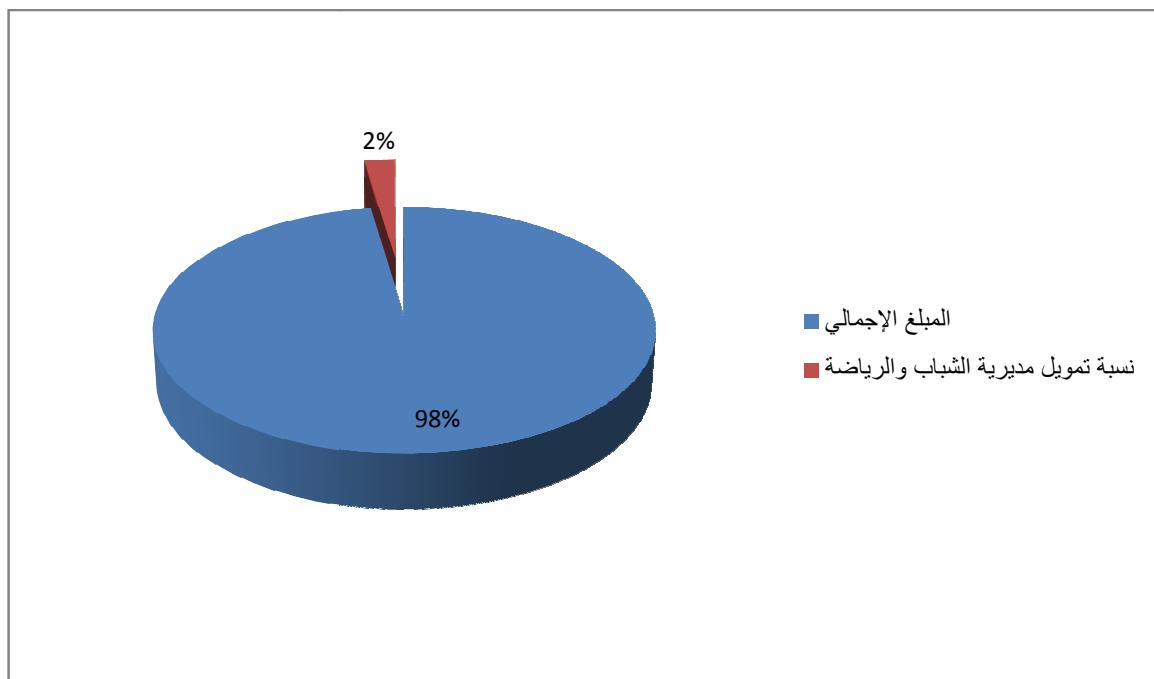
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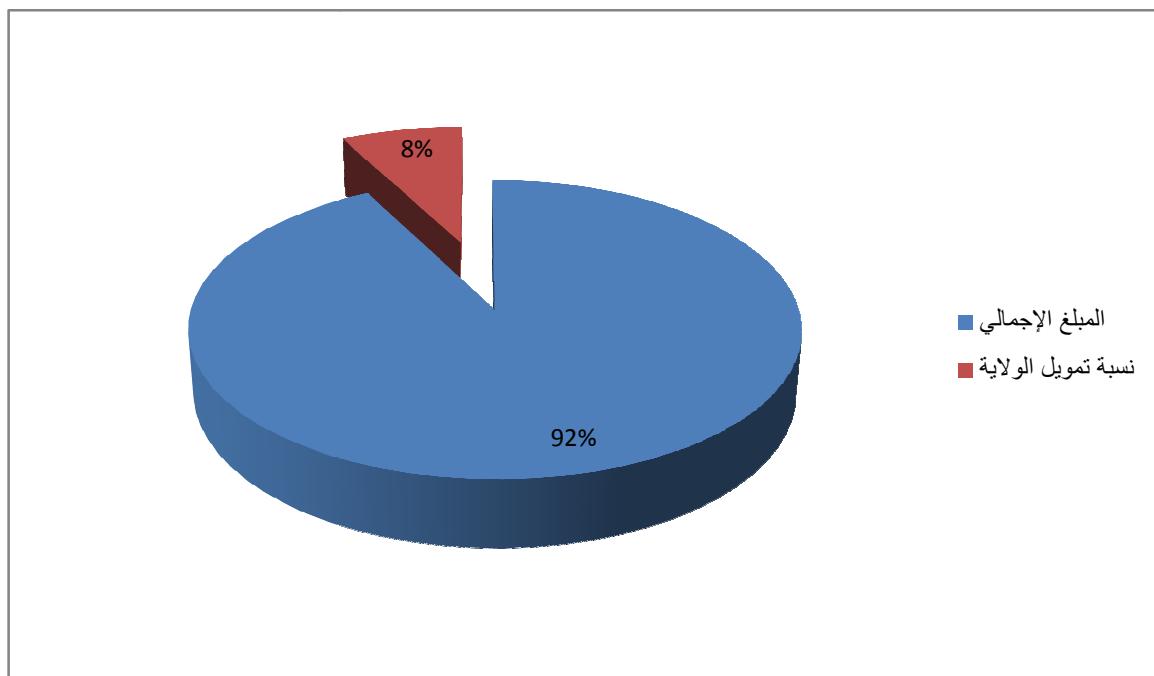
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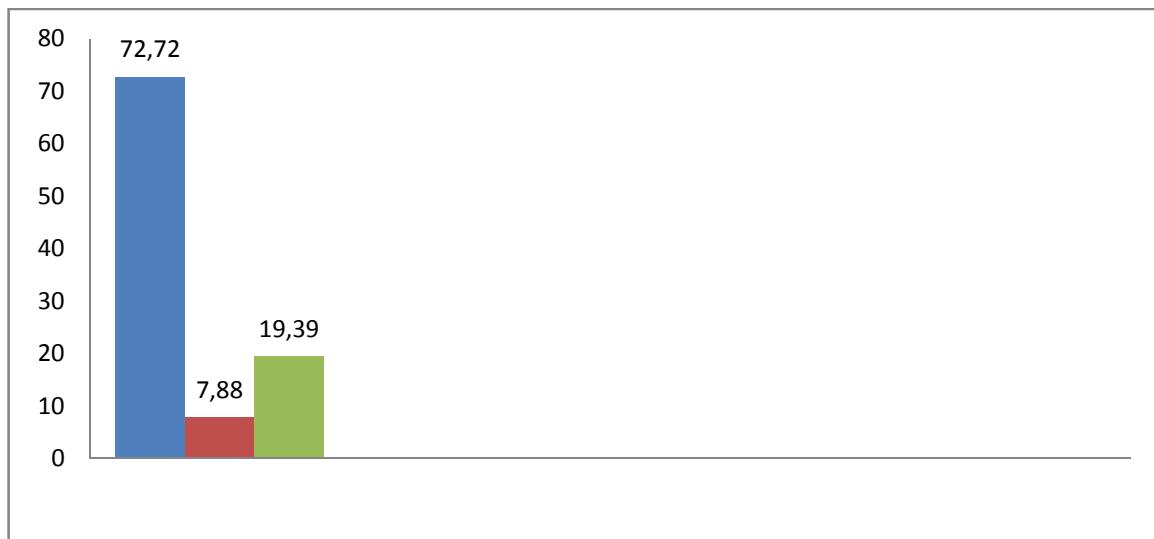


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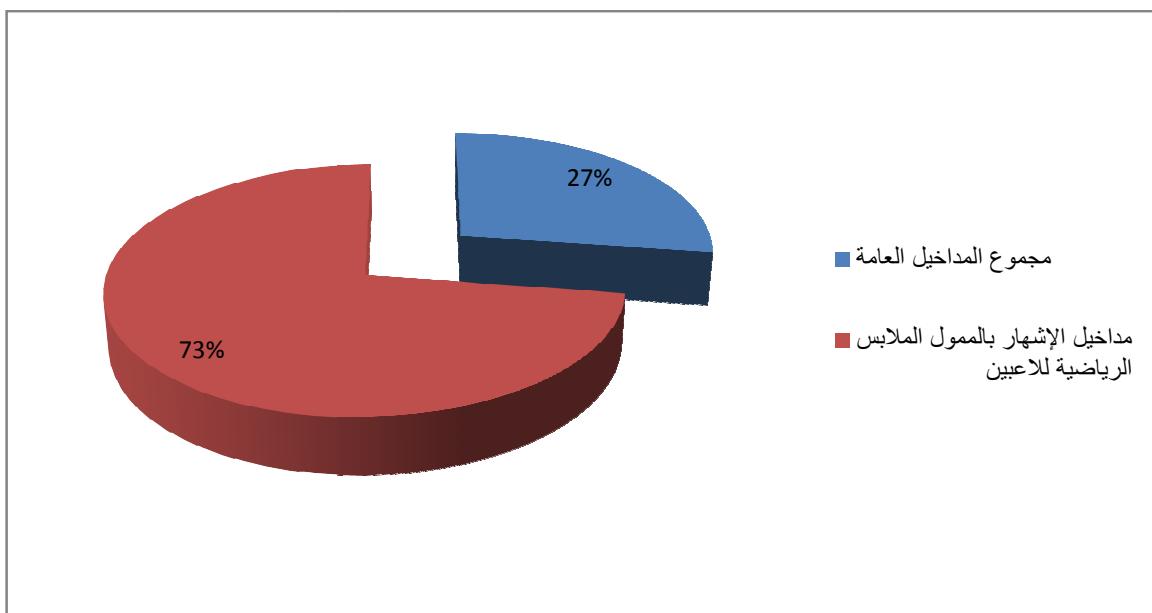
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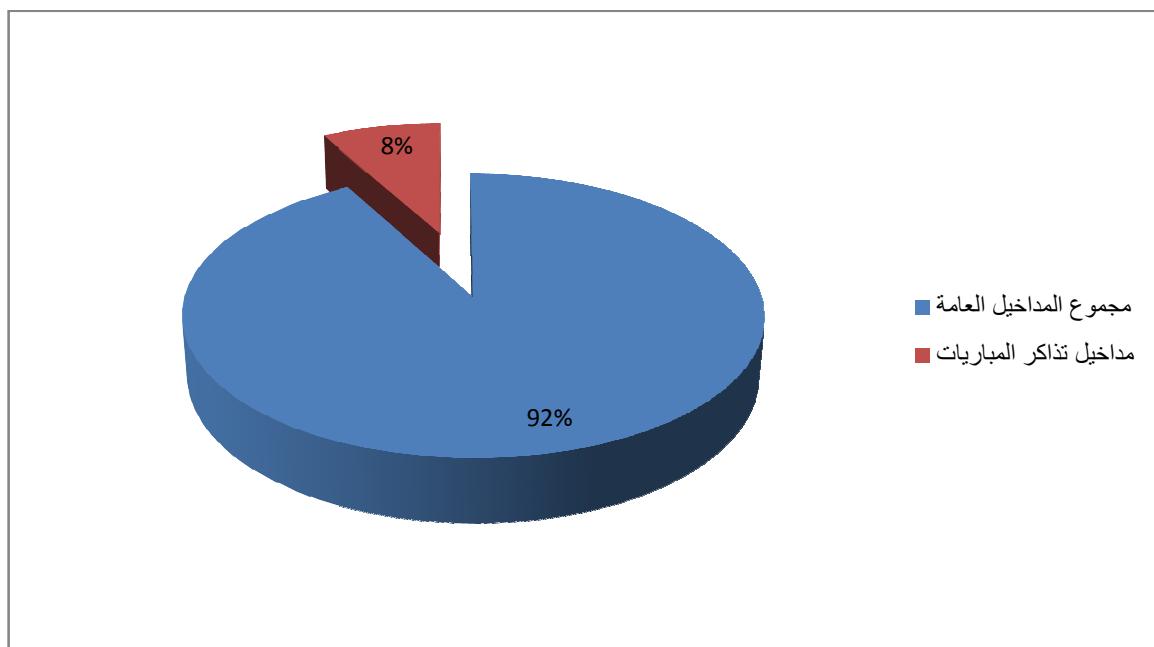
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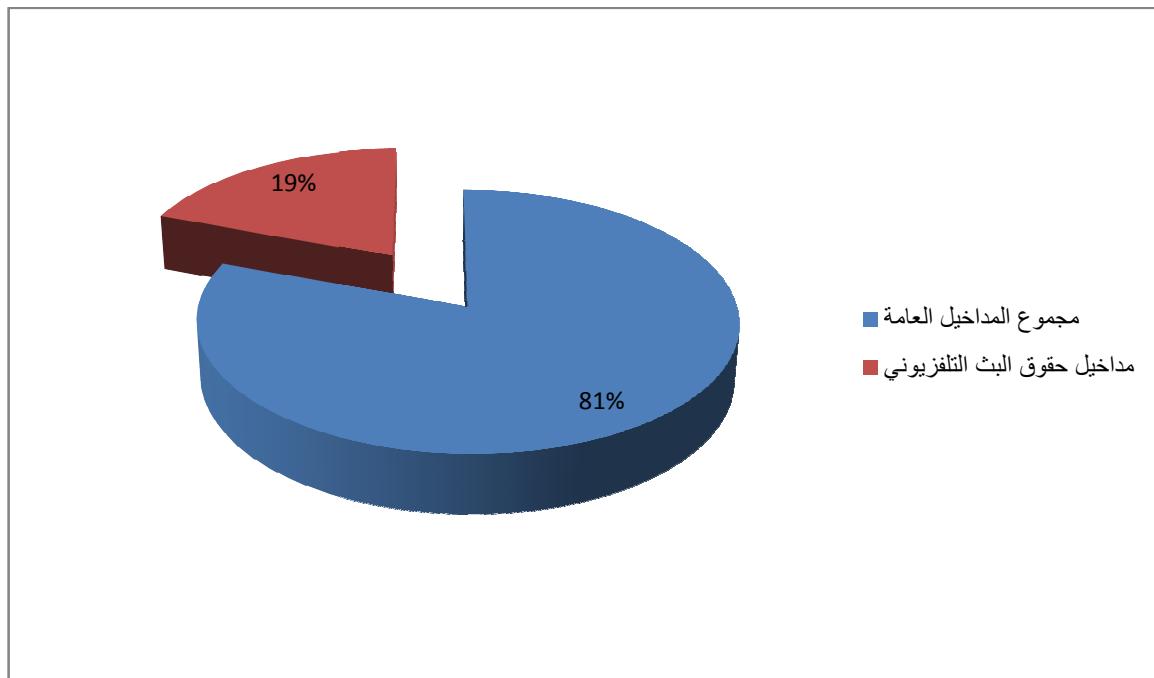
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Résumé

De nos jours le sport est l'un des supports de l'économie. De plus, le sport est un moyen de loisir, de passe-temps et de protection physique et matérielle de notre corps. L'industrie du sport devient aujourd'hui un secteur professionnel grâce aux nombreux établissements sportifs et aux « clubs » spéculatifs dont leur rôle est essentiellement le « marketing sportif ». Le dernier va marchés en bénéficiant de bonnes finances pour développer le marketing sportif dans un but prédictif d'effacement beaucoup d'avantages tels que : la facilité de distribution des produits, amélioration et surtout des offres ravitaillement.