



**ONLINE MARKETING EXPOSURE AND ACADEMIC PROBLEMS: IMPACT OF  
MASS MEDIA MARKETING EXPOSURE ON ACADEMIC PERFORMANCE OF  
SECONDARY STUDENTS IN ANAMBRA STATE**

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**Abstract**

*Deleterious impact of online marketing exposure on academic performance of students is one neglected area of research in management, social sciences and educational in Nigeria. This study focused on impact of mass media on academic performance of secondary school students in Anambra state. Structural-functionalist theory was adopted for theoretical framework. The population of study was 11, 249 secondary school students while, the sample size of 250 was used. Cluster sampling, simple random sampling, systematic sampling, and*

# Mass Media And The Secondary School

**J Dewey**



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