**AS-IS PROCESS MAP- ADVERTISING**

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| **Steps** | **Activity** | **Tool/Instrument** | **Output Expected** | **Actor/Responsibility** | **Reports** | **Policy** |
| 1. | Career guidance | Brochures, social media, mainstream media, Apps and portals, career events | Career guided students | KUCCPS, High schools & Universities |  |  |
| 2. |  |  |  |  |  |  |
| 3. |  |  |  |  |  |  |
| 4. |  |  |  |  |  |  |
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