

**THE UNIVERSITY OF YAOUNDE II - SOA**  
*UNIVERSITE DE YAOUNDE II - SOA*

ADVANCED SCHOOL  
OF MASS  
COMMUNICATION  
(ASMAC)

ECOLE SUPÉRIEURE DES  
SCIENCES ET TECHNIQUES DE  
L'INFORMATION  
ET DE LA COMMUNICATION (ESSTIC)



**ADVERTISING LOCALLY PRODUCED  
MATERIALS FOR CONSTRUCTION :**

**A STUDY OF THE MARKETING STRATEGIES OF NIPROMALO'S  
(LOCAL MATERIALS PROMOTION AUTHORITY)**

**GRANITO-CONCRETE FLOOR TILES (LOCALLY MADE) FROM 1998 - 2001**

**A research project submitted in partial fulfilment of the  
requirements for the Award of a Bachelor of Arts  
Degree in Mass Communication (Advertising)**

By

**Berka Gladys Ngeh**  
épouse AKWANKA

Supervisor : **Dr Jean Nunga** (Ph. D)  
Lecturer Asmac - Yaounde

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Yaounde - March 2002

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