

UNIVERSITE DE YAOUNDE II  
SOA

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

DEPARTEMENT DES RELATIONS  
PUBLIQUES / PUBLICITE

**OPTION : PUBLICITE**



UNIVERSITY OF YAOUNDE II  
SOA

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ADVANCED SCHOOL OF MASS  
COMMUNICATION (ASMAC)

DEPARTMENT OF PUBLIC  
RELATIONS / ADVERTISING

**SPECIALITY : ADVERTISING**

« "BUYAM-SELLAM" ADVERTISING »

An insight into the promotional mechanisms  
of an informal sector segment.

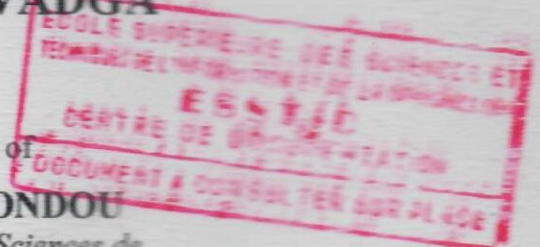
*A dissertation presented and publicly defended, in partial fulfilment of the requirements for the award of a Bachelor of Science (B.Sc) Degree in Mass Communication.*

By

**KOH Terence PENVADGA**

Under the supervision of

**Dr. Serge Eric Willy YONDOU**  
*Doctorat Nouveau Régime en Sciences de  
l'Information et de la Communication*  
Lecturer, ASMAC



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