

**UNIVERSITY OF YAOUNDE II – SOA**  
**UNIVERSITÉ DE YAOUNDÉ II – SOA**

**ADVANCED SCHOOL OF  
MASS COMMUNICATION  
(ASMAC)**

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



**EFFECTIVE ORGANISATIONAL  
COMMUNICATION: THE CASE OF  
PAMOL PLANTATIONS LIMITED (P.P.L)**

A Research Project Report Presented in Partial Fulfilment of the Requirements  
for the Award of a Bachelor of Arts (B.A) Degree in Mass Communication.

Specialisation: **Public Relations**

Presented by:

**AGBOR SIMON BISONG**

*B.A (History)  
University of Yaounde*

Supervised by:

**Pr. TATAH MENTAN**  
*ASMAC – Yaounde*

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