

**THE UNIVERSITY OF YAOUNDE II**  
**SOA**

**L'UNIVERSITE DE YAOUNDE II**  
**SOA**

**ADVANCED SCHOOL OF MASS  
COMMUNICATION  
ASMAC**

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



**RECORDS MANAGEMENT IN AN INDUSTRIAL  
ENTERPRISE: CASE STUDY BRITISH AMERICAN  
TOBACCO**

**A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT FOR THE  
REQUIREMENTS FOR THE AWARD OF A MASTER'S DEGREE IN MASS  
COMMUNICATION  
{MSTIC}**

**SPECIALISATION: LIBRARY AND INFORMATION SCIENCES**

**BY**

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**YAOUNDE JULY 2006**

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