

REPUBLIQUE DU CAMEROUN  
Paix – Travail – Patrie  
\*\*\*\*\*  
MINISTRE DE L'ENSEIGNEMENT  
SUPERIEUR  
\*\*\*\*\*  
UNIVERSITE DE YAOUNDE II



REPUBLIC OF CAMEROON  
Peace – Work – Fatherland  
\*\*\*\*\*  
MINISTRY OF HIGHER  
EDUCATION  
\*\*\*\*\*  
UNIVERSITY OF YAOUNDE II  
\*\*\*\*\*  
ADVANCED SCHOOL OF MASS  
COMMUNICATION  
(ASMAC)

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



## PARTICIPATIVE INTERNSHIP REPORT

**CARRIED OUT AT IBOGA GROUP FROM  
THE 5<sup>th</sup> OF JULY TO THE 15<sup>th</sup> OF  
OCTOBER**

In a bid to obtain a Bachelor's Degree in the Sciences and Techniques of  
Information and Communication

Written and presented by:

**SIGNE PENKA Ruth Grace**

Field:

**ADVERTISING III**

Under the supervision of:

**Mr. Paul Waris NGOMONI**

**ACADEMIC YEAR: 2021- 2022**