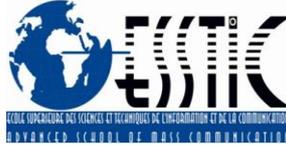


THE UNIVERSITY OF YAOUNDE II-
SOA



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)

INTERNSHIP REPORT

INTERNSHIP CARRIED OUT AT THE AFRICAN CENTER
FOR MARKETING, ADVERTISING AND RESEARCH (ACMAR)
FROM THE 18TH JULY TO THE 18TH OCTOBER 2022

Submitted in partial fulfillment of requirements for the Bachelor of Arts Degree
(BA) in information and communication studies

Option

Corporate Communication

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SUMMARY

SUMMARY i

ACKNOWLEDGEMENT ii

ABBREVIATIONS iii

INTRODUCTION.....1

PART I: GENERAL PRESENTATION OF ACMAR MEDIA GROUP AND ITS SERVICES2

 Chapter 1: PRESENTATION OF ACMAR MEDIA GROUP3

 Chapter 2: COMMUNICATION AT ACMAR MEDIA GROUP14

PART II: UNFOLDING OF THE INTERNSHIP20

 Chapter 3: GENERAL OVERVIEW OF THE INTERNSHIP21

 Chapter 4: ACTIVITIES CARRIED OUT BY INTERN28

PART III: EVALUATION OF THE INTERNSHIP33

 Chapter 5 : OVERVIEW OF THE ACTIVITIES34

 Chapter 6: DIFFICULTIES ENCOUNTERED DURING INTERNSHIP, OBSERVATIONS, AND SUGGESTED SOLUTIONS.38

CONCLUSION.....41

BIBLIOGRAPHY42

 □ **REFERENCES42**

APPENDIX43

TABLE OF CONTENTS49

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ABBREVIATIONS

ACMAR: African Centre for Marketing, Advertising and Research.

AMG: ACMAR Media Group

ASMAC: Advanced School of Mass Communication.

DAN: Dentsu Aegis Network

LSBF: London School of Business and Finance

MBA: Master of Business Administration

OOH: Out Of Home

PIFI: Partnership, Integrity, Focus and Innovation

SMS: Short Message Service

SOTAC: Situation Analysis, Objectives, Strategy, Tactics, Actions and Control

UK: United Kingdom

WACA: West and Central Africa

INTRODUCTION

This report is submitted for approval as evidence of an academic exercise carried out as part of the requirements of the Advanced School of Mass Communication, (ASMAC) specifically Corporate Communication. In the three years of studies in this institution, every student is required to carry out an internship of either one, two or three months, depending on their academic year of studies. For the first year students, they are required to carry out an internship of 1 month, which is an internship of observation. In the second year, the students are expected to carry out an internship of 2 months known as an internship of impregnation of communication in an enterprise. The third year finally, which is our own concern is carried out for a period of three months known as a participative internship. The third year finally, which is our concern is carried out for a period of three months known as a participative internship.

This internship aims at introducing the student into the professional world of their domain of studies. During this period, the intern carries out different activities given to her at the enterprise and try to give suggestions to better the communication in the enterprise. This is the reason for our internship at the African Centre for Marketing and Research (ACMAR), from the 18th of July to the 18th of October. The reason for this choice was to know more about communication in all its forms, in and out of an enterprise and how it relates to the Medias.

We had so many activities during this internship like doing communication campaigns, digital communication, creating communication tools and many others. We had as an aim to put into practice the theory that and been given to us back at school. Our work is divided into three parts. The first part is the presentation of the enterprise, then unfolding of the internship and lastly the evaluation of this internship.

PART I: GENERAL PRESENTATION OF ACMAR MEDIA GROUP AND ITS SERVICES

In this chapter, we will have the presentation of ACMAR media group, bringing out its missions, visions and values. The datasheet, organisation and services will equally be given, as well as its various departments.

The second part of this chapter will have the environment of ACMAR. This will constitute the different targets of ACMAR and the level of communication of ACMAR.

Chapter 1: PRESENTATION OF ACMAR MEDIA GROUP

I- HISTORICAL BACKGROUND OF THE COMPANY (ACMAR)

The African Centre for Marketing, Advertising and Research (ACMAR) was created in 2004 by Mr Bony Dashaco. The company faced the challenges any new company should face in business competitive atmosphere. It stood the test of times and expanded within the national territory. In 2013, the name was changed from ACMAR partners to ACMAR MEDIA GROUP (AMG). Today, Acmar Media Group West and Central Africa is one of the leading independent Advertising, Marketing and Media Communication Agency in West and Central Africa, (WACA) with its headquarters in Douala Cameroon. Areas of expertise are in Media, Digital, Creative and monitoring and over 12years experience in media communication. Created in Cameroon, the pioneer office was only in Cameroon in the mid 2000`s. As the company grew, the partners saw the need of international expansion.

Today, ACMAR counts 134 staff and is represented in the following West and Central African countries. Cameroon, Chad, Congo, Gabon, Democratic Republic of Congo, Ivory coast, Equatorial Guinea, Guinea Bissau, Burkina Faso, Benin and Niger. As a company operating in the communications industry, most of its partners are media houses, (national and international) from whom AMG buys time and spaces to publish its products, regulatory authorities and so forth. ACMAR media group is affiliated to DENTSU AEGIS NETWORK (DAN), which is 4TH world-wide communication group with focus on media and digital communication.

II- VISION, MISSION AND VALUES OF ACMAR

1- Their vision

To be a successful independent leading advertising marketing and media communication agency driving exception and transformational clients result across central and West Africa

2- Their mission

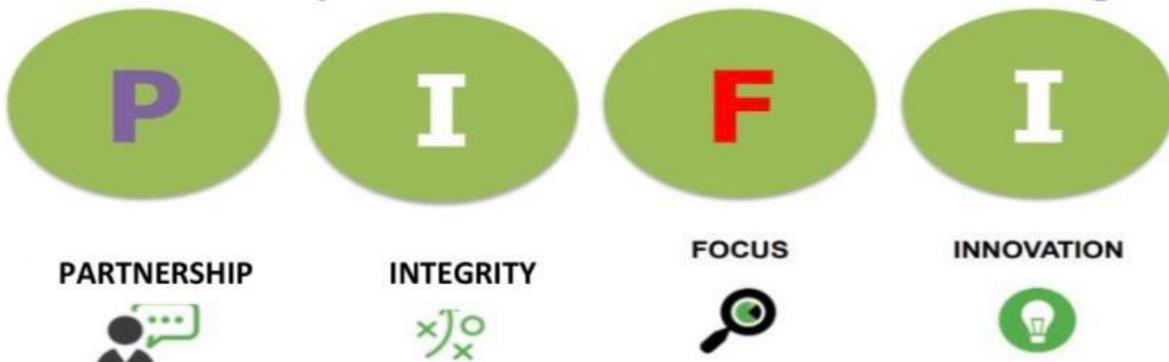
Execute the best solutions in communication and experience a high measurable impact on their customer's performance by using scientific and technical tools while adopting world best proven practices as their base

3- Their value

Values are the shared principles of a company in order to ensure the cohesion of the group in particular around the manager and those shared by the employees of ACMAR (PIFI).

PIFI

Figure 1: value of ACMAR Media Group

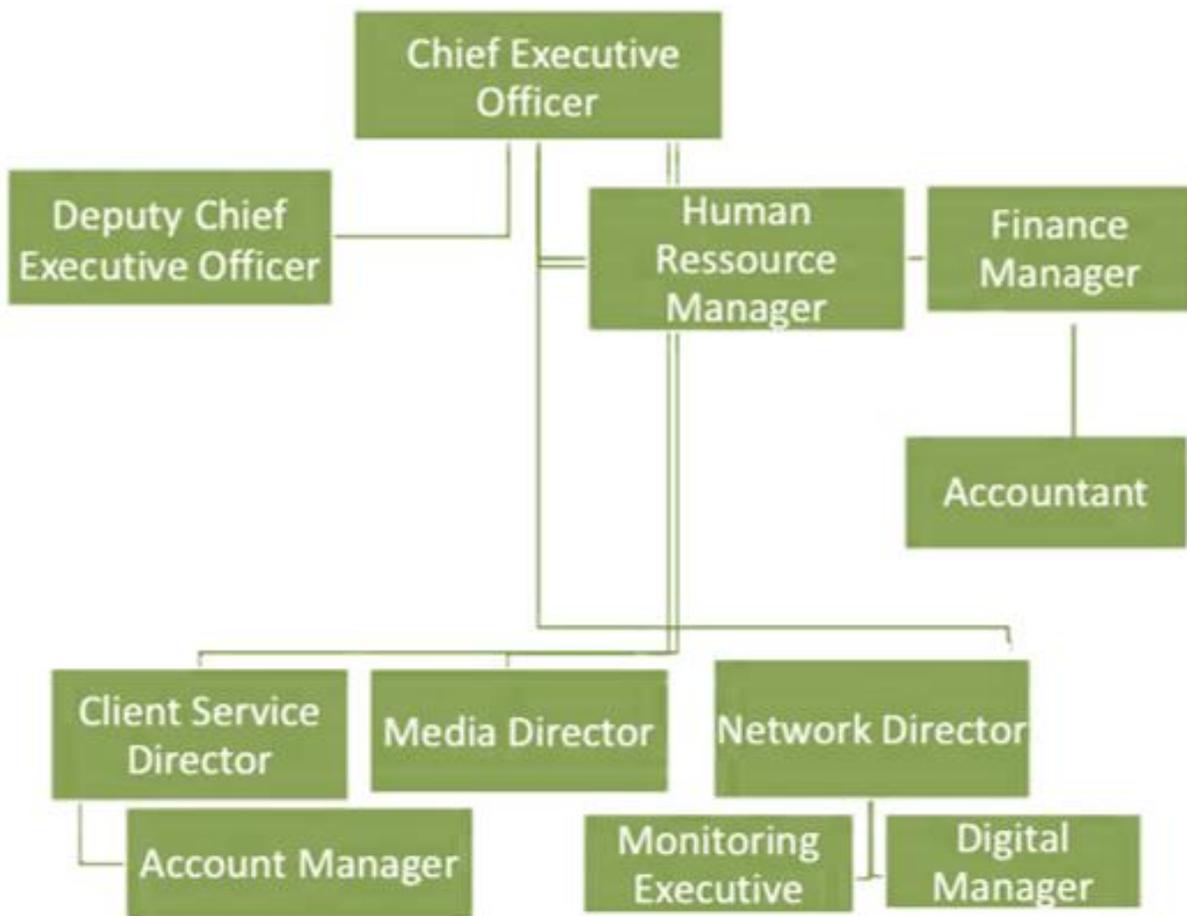


Source : <https://acmarmedialogroup.com/amg/>

III- ORGANISATION AND FUNCTIONING OF ACMAR MEDIA GROUP

The company is headed by a chief executive officer (CEO) who is also the group president. Mr Bony Dashaco. With more than 15years of experience in media communication and marketing, Bony backs an MBA in media communication and strategic marking from the LSBF, London, UK. Perfectly, Bilingual I English and French, Bony has worked across all the +23 markets that constitute Central and West Africa. He is assisted by a deputy chief executive officer. Below is the organizational structure.

Figure 2: Organizational chart of ACMAR Media Group



Source: ACMAR Media Group

IV- DATA SHEET AND SERVICES

1- Data sheet

Table 1: Data sheet of ACMAR Media Group

Name of organisation	ACMAR MEDIA GROUP
Legal status	PRIVATE INSTITUTION
Date of creation	2004
Director	BONY DASHACO
Logo	
Sector of activity	Communication and Marketing
Head of office	DOUALA-CAMEROON
Address	<p>TEL: 237 233 42 97 87</p> <p>WHATSAPP: 237 691 79 81 84</p> <p>EMAIL: contact@acmarmedialogroup.com</p> <p>FACEBOOK: Acmar Media Group</p> <p>INSTAGRAM: Acmar media group</p> <p>YOUTUBE: acmar media group</p> <p>LINKEDIN: acmar media group</p> <p>Website: https://acmarmedialogroup.com/amg/</p>
Number of employees	29

Source: Archives of ACMAR

2- Services offered at ACMAR

a) Media strategy and planning

Media strategy could be defined as the plan of action that helps one's business to reach its target audience and to improve the overall customer conversation rate. Media planning is the process of determining how, when and to what audience a branding or advertising message will be delivered.

ACMAR is an expert in media strategy through the use of integrated communication process and media planning through a scientific and rational approach.

b) Media buying

Media buying refers to the procurement of advertising on mediums such as television, newspapers, radios, magazines websites, mobile apps, over the top media services out of home advertising.

This is one of the services of ACMAR because of their sustainable partnership with media channels they offer a bulk of media services to effectively fit one's budget

c) Communication and Marketing Consultancy

This is the preparation of internal and external media releases for a company. It involves consulting market strategies, communication protocols and other aspects of a company's public image.

ACMAR, with the depth knowledge of the media landscape and consumer insight offer efficient and effective communication assistance.

d) Digital Communication

Digital communication could be defined as the involvement of an organisation's online communication from their efforts. Most organisations today

are widely using online channels, from their website to mobile chat blogs. THIS IS in order to connect with current and perspective customers, employees and other stake holders.

Technologies and web 2.0. They offer efficient digital communication strategies to add values to their public's offerings.

e) Media Monitoring

Media monitoring is the going through of the output of the print, online and broadcast media. It is based on analysing a diverse range of media platforms in order to identify trends that can be used for a variety of reasons such as, political, scientific and commercial purposes.

A dedicated monitoring unit ensuring the efficiency of both your digital and traditional media campaign and the overall industry.

f) Competitive Analysis

Competitive analysis in marketing could be defined as an assessment of the strengths and weaknesses of current and potential competitors. This analysis provides both an offensive and defensive strategic context to identify opportunities and threats.

In ACMAR, both qualitative and quantitative reporting is at one's disposal for a better appraisal of the brands behaviour on the market.

3- The different departments of ACMAR.

a) The creative.

This department has to deal with "the pitch" where several agencies are invited to respond in person to the advertiser's brief. Agencies are not traditionally paid for their pitch. The pitch is the opportunity for AMG agency to demonstrate its potential to add value to a product campaign or to a client; final selection is not made on cost

(which is itself unclear at this stage), rather on the strategy and mode of presentation of the campaign. A typical pitch would be where the creative gets ninety-five percent of the pitch and media just 5 percent, and then it is at the end (of the pitch). Obviously, media don't like it, as ninety percent of the cost to advertisers is the media cost. We are a creative agency. When we pitch about the agencies, we just show the creative works - it sticks in the mind, it helps build the brand and projects a feeling about a product. It's like a picture is worth a thousand words; it's more than x is cheaper/ better than Y. AMG focuses on brand management and judgments as well as company internal politics and image. Not surprisingly a key issue is the development of a significant degree of trust between parties, thus its slogan the agency's commitment to loyalty to its customers that call.

b) The digital

❖ **Push SMS**

The digital department uses designed tools to do push SMS to targeted group of clients requested by the customers.

❖ **Display**

It's about creating banners for particular client brands and these banners are displayed on sites. When an internet user clicks on the banner it redirects such users to the desired platform for more information. It is a good means to increase internet reach and visibility.

❖ **Community Management (social media for reach out)**

It is good when a client wants to interact with customers or people and the content of such media can also be shared. For example, a Face Book account can be created, and the page opened where people can subscribe or like. With such feedback the client can begin to know their share of the customers they can target.

❖ **Mailing**

AMG uses a tool for sending mails with a data base for customer email addresses. This tool can give statistics about open rates, click rates and geographical reactions to mails. It's an important medium for touching people of various professional fields.

❖ **Advertorial**

This is writing of articles or doing adverts on sites which are frequently visited based on reaction of customers to items posted on such sites.

❖ **Using influencers**

This is attaching adverts to people who have a wide following on social media (twitter, facebook, whatsapp or groups).

The digital department of AMG uses the SOSTAC approach

S – Situation analysis

O – Objectives

S – Strategy

T – Tactics

A – Action

C – Control

SOSTAC framework is the main working tool of AMG that helps ensure effectiveness and efficiency in our digital recommendation. It helps structure and manages implementation of plans. It is a simple, logical customer centric framework that helps achieving efficiency and effectiveness by taking advantages of new digital technologies and platform according to how people interact with them.

c) The marketing and commercial service

Headed by the company's client service director. This department is a central point of the institution. It's made up of a team of account managers who have the responsibility of handling the accounts of various brands who have contracted with AMG. After the preliminaries of a campaign project are completed the client service director assigns an individual who will henceforth serve as a liaison between the client and AMG. The account managers do the budget splits so as to meet up with client demands. During routine Monday morning meetings, they have an obligation to update the house with the progress to date of any advert campaign placed under their charge. During these meetings, they brief the house on any clients concerns as to how the project is running. Any challenges face in execution and report if media houses are reacting as expected.

d) The planning department

Headed by the planning analyst. This department does the planning for all campaign projects. AMG uses the media star as their planning tool which brings out the economics of planning scientifically. Media planning tool considers the Africa scope and TNS. The planning process of AMG is very clear with the integrated communication planning (ICP). ICP is the planning process tool used to identify consumer footprint thereby ensure the success at the heart of our communication process.

e) The Out of Home (OOH)

The out of home department of AMG handles the outdoor aspects or promotion and advert campaign projects. With a departmental head, their activities cover the display of customer's needs on various outdoor services. They negotiate for billboard space the regulatory authorities of the various municipalities where the

campaign projects are to be carried out. The department together with the creative design the adverts that are to be displayed and equally ensure that those adverts are removed from the advert space once the projects end are not renewed.

There are various tools available for the outdoor department; led screens, spectaculars, die-cuts, gantry, wall signs, dynamic boards and super sounds

f) Monitoring Unit

AMG runs a monitoring unit that ensures that the various provisions contracted with media houses or outlines on broadcast certificates are always respected. It runs an uninterrupted 24/7 service that monitors adverts on TV, advertorials, crawls on news bars, spots on radio, and insertions on newspapers and magazines.

V- ENVIRONMENT OF ACMAR

1- Target Public

ACMAR targets are not only internal but also external. Thus, we identify;

a) Internal Audiences

- **The Director General:** this is the owner known as Mr bony DASHACO
- Managers of all departments
- Employees
- Interns
- Partners (CARAT, DENTIS, AEGIS Network)

b) External Audience

- Multinational enterprises (MTN, ORANGE, ENEO, BICEC etc)
- The partners of ACMAR media
- Government of Cameroon and other West and Central African countries.
- The media

2- Competitors

Acmar Media group has competitors The African Centre for Marketing, Advertising and Research is a private institution which is present in and out of Cameroon (west and central Africa) for communication, advertising and marketing purposes. In this light therefore, it has a couple of competitors in and out of Cameroon. In Cameroon, we have competitors like Nenics, web spectron, motion foundation, Mantra Media, MCcann Douala, Global outdoor systems and many others. In West and Central Africa, ACMAR has other competitors like DAN,

Chapter 2: COMMUNICATION AT ACMAR MEDIA GROUP

Communication is a priority in the life of an organization in that it allows fluid collaboration between its members. It facilitates cohesion between members and their insertions within the organization. Communication serves and helps for informative, communicative and image functions. It is true that communication at acmar is not very persistent. In this end, to communicate well, ACMAR deploys various models of communication. To better understand it, we will go into more detail in internal and external communication. We will now see the different means and tools used as well as their different functions in ACMAR.

I- PRESENTATION OF THE COMMUNICATION UNIT

1- Missions, Objectives and Activities

a) Missions

The missions of the communication unit at ACMAR is to;

- Conceive and edit messages for ACMAR.
- Collect, analyse and conserve press articles and audio-visual returns which concerns the organisation.
- Put in place communication strategies in an out of ACMAR.
- Editing and publishing House Organs for other communication tools.
- Put in place digital communication strategy.
- Update the different social media platforms and website of ACMAR.

Externally, the unit assures the visibility of ACMAR by bringing out the services of ACMAR through events as sponsors and so forth.

b) Objectives

The main objective of this communication unit is to give meaning to information being it internally or externally by making it reach the expected public in order to develop this public.

c) Activities

This communication unit has so many activities like;

- Broadcasting messages online and physically for ACMAR
- Create and implement ideas in order to have a good internal communication.
- Relate with other services in bringing the culture of the organisation.
- Keeping in touch with the media for external purpose.

2- Communication Strategy

a) Internal communication

A stocktaking, an inventory and the forms of communication used internally at ACMAR will be outlined below.

❖ Stocktaking

Context: The absence of communication professionals or experts to do an effective work, the personnel through their actions ensure this task. Internal communication at ACMAR is mostly through Whatsapp and emails.

Objective: The internal communication objectives of ACMAR are to:

- Facilitate communication with the different internal publics of ACMAR,
- Create a culture and sense of belonging for the organisation

Public: Internal communication at ACMAR is directed to the director, the top management, employees and interns at ACMAR.

INTERNSHIP REPORT

❖ Means and Tools

In order to attain objectives, ACMAR uses outdoor and digital means and tools which will be seen below with their functions.

Table 2: The different communication means and tools used at ACMAR

Scope	Means	Type of Tool	Tool	Use/Function
Internal	Outdoor media	Written	Notice board	This is used to paste information from the hierarchy to the subordinates most often. The announcement here is often is mostly addressed to all employees. It is situated at the main entry. It has not been used for quite sometime.
			Information notes	The director mostly writes this to communicate important information on a fast rate to the employees.
		contact communication	Meetings	These meetings are held weekly, every Fridays. It constitutes the different departments of ACMAR and the general manager. They talk on their weekly progress.
			Internal restaurant.	This restaurant is used as a means to enhance communication. Apart from just

INTERNSHIP REPORT

				eating, it enables the workers or staff to be together. Hence, the circulation of information. This restaurant has been locked down now for sometime due to some unwanted reasons.
	DIGITAL	Electronics	Phone calls	This is done when something important comes up and a fast message has to be delivered
		Social media	WhatsApp groups and emails	The WhatsApp group is where almost all the employees are found is an efficient tool for communication at ACMAR. It is just unfortunate that sometimes some people lose their smart phones and have no other way to access information. They equally have a mail service as everybody is entitled to an account.

❖ **Forms of communication used internally**

- **Descending Communication:** ACMAR has two ways in which information moves from top to bottom.
- **From the director to the top management:** Here we have tools like meetings, invitations and decisions.
- **From the Personnel to the top management:** Here we have tools like notes, meetings, phone calls, SMSing, and so forth.
- **Ascending Communications:** it is equqly practiced here at two levels.
- **From management to director :** Here we have tools like calls, reports and Mailing

- **From Personnel to top management:** Here, apart from reports they use mailing and phoning.

b) Exrenal Communication

A stocktaking, an inventory of the means and tools and the forms of communication used for the intrernal public in ACMAR media group. The following will be seen below :

❖ **Stocktaking**

Context: External communication at ACMAR can not be fully considered absent but could be qualified a little in efficient presently. There are not very many tools or not any tools at all used for external communication as it was before. They complain of low budget to make the services of the organisation made to the public frequently.

External communication Objective: Externally, ACMAR is aimed at:

- Improving awareness of ACMAR to have many more clients
- Build a strong relationship with its public and continue to keep a good image in order to maintain this public.

The external public of ACMAR could be seen below:

- Multinationanal companies
- Government of Cameroon and other African countries.
- Influencers
- Media

❖ **Means and tools**

In order to get to her objective, ACMAR has outdoor and digital means to get to its external public. Below will bring out the means and tools as well as its functions.

Table 3: External Communication means, tools and functions

Scope	Means	Type of Tool	Tool	Use/Function
External	Outdoor	Contact communication	Events	With the very few events ACMAR has created, it gives a vacancy for ACMAR to communicate with individuals.
		Written	PRESS RELEASE	ACMAR uses this to inform the press of every important event at ACMAR
	Digital	Social media	Facebook YouTube Linked Instagram	These tools are used to interact and communicate with the clients Of ACMAR who are found on social media. They send what goes on at ACMAR but unfortunately it has not been updated for some time now.

Source: author of document.

PART II: UNFOLDING OF THE INTERNSHIP.

This part of our work will talk of our internship activities carried out, objectives and overview of our internship during these past months.

Chapter 3: GENERAL OVERVIEW OF THE INTERNSHIP

Roadmap for a participative internship of communication intern at ACMAR media group.

When we arrived ACMAR on the 19/07/2022, we wrote down our objectives and sent through a mail service. It was from this mail that they decided we had to start with the commercial and communicating departments. The following will show what we did during our internship.

I- CONTEXT

In the Advanced School of mass communication, third year students are expected to do a three month participation internship for academic work. This internship leads to a relative autonomy of the intern, who integrates into the activity of the training by executing the tasks entrusted upon. This internship is carried out under the close control of a supervisor who intervenes in the work of the intern, before any final document is handed to the school. The intern is to produce two documents at the end, an internship report and a professional realisation depending on the problem of communication found at the enterprise. This will be sanctioned, corrected and appreciated by a public defence.

II- OBJECTIVES OF THE INTERN

1- Main objective

Our main objective here as interns is to have a complete knowledge of the institutional communication of ACMAR MEDIA GROUP, its relations with its workers and clients(targets) in order to be able to take part in like a junior expert.

2- Specific objectives

Carry out a communication audit to identify the communication problem at ACMAR, bring out different solutions and give a strategic recommendation.

To work on the internal communication of ACMAR, in order to reinforce it and render it more effective and efficient as best as we can.

III- RESPONSIBILITIES OF THE ORGANISATION AND THE INTERN

1- The organisation towards the intern

- Welcome student and make them comfortable enough for their tasks.
- Assign professional supervisors for intern
- The organisation must assign the intern to activities corresponding to the professional project defined by the intern and approved by ASMAC.
- Ensure a regular follow up of intern's work
- Evaluate the quality of work done
- Orientate intern on their professional project.
- Facilitate the insertion of the enterprise and give necessary information

2- Overview of Weekly Internship Activities

Our internship at ACMAR media group ran for a period of three months. We were received by the Managing Director (Mr.Aristide Mabatto). And given the opportunity to work in the different departments at ACMAR. The internship went on from the 18th of July to the 18th of October 2022 at the African Center for Marketing, Advertising and Research. We worked from Mondays to Fridays. For this period at ACMAR, we worked in the different departments of ACMAR. We worked with the commercial service, the monitoring service, the digital, and the creative and communication services. Our activities during these three months are as follows ;

❖ **First week (18th – 22nd July) : Acquaintance and introduction to ACMAR**

As we arrived, we were welcomed by the Managing Director (Mr Aristide Mabatto) and introduced to the other workers by him. After this, we were given offices at the commercial service, where we installed our belongings and listened to what each worker had to tell us. From here, we went to the managing director to give him the objectives of our internship. After this was done, we were taught how the agency does its communication strategy. After being taught in school on what a communication strategy is, we were lucky to see physically what it is about. For the first week, we were just given the steps taken for a communication strategy, taught and given exercises on how to do media plans and given our own private emails for the tasks we will have to be carrying out. There was equally a plan of work handed to us to study it. This was done by Mrs Nemb Prudence, junior account manager.

❖ **Second-Fourth Week (25th July -12th of August 2022) : AT THE COMMUNICATION/COMMERCIAL DEPARTMENT.**

We had several campaigns to work on. In this activity, we were given media plans to do by the junior account manager, Mme Nemb Prudence. These media plans had to do with the different programs and hours we chose to communicate with our defined public. This media plan was our first exercise to show what we learnt from what we were taught the previous week. The media plans were for Access bank. We did for different radio and television houses like Balafon, ABK, Canal2 and CRTV respectively. This was done by me and another intern. We finished this work and gave it to our supervisor, Mme Prudence. She accepted the work and congratulated us.

❖ **The third week**, we received the client (EJARA). EJARA is a company that was created in 2018 to ease money savings. We did a brainstorming with them. It was attended by me, the managing director and account manager. Here, we took down the minutes of the meeting where we were able to detect ejaras communication problem and the target audience they wanted to reach. We carried out some exchanges with Ejara who decided to await a flowplan (a budget that contains the different Medias that will be used to communicate, depending on how many radios, TVS or billboards Ejara will love to use). This flowplan was sent later that day as we were supervised by the senior account manager, and Ejara made their corrections.

We equally had to carry out a communication campaign for maggi AROMA. Here, we received a brief from this client in which we detected their objective for this campaign, target audience, budget and much more information. After this, we were requested to produce a flow plan, which was sent to them after being supervised. When they accepted our suggestions, we were asked to produce the media plan for this campaign. We had Tv; Novelas tv, CRTV, Canal 2. For radios, we had ABK, Balafon and FM94.0. The spots which were created for thid campaign were to be diffused on these choosen channels at the hours chosen.

❖ **The fourth week**, we had a meeting with the account manager to give the interns a better view on ACMAR. This helped us to know better about the enterprise. We were equally asked this week to contact some TV and radio stations like; Cameroon Tribune, L'œil du Sahel and le jour in order to know if they will be available for an event in Maroua. The answers from these stations were positive.

We went further to doing another communication campaign for BICEC. This campaign was the back-to-school campaign where our focus here was producing the

media plans for BICEC's spots to be diffused on the media. This week closed with us organising a birthday party for one of our supervisors, Mme Prudence, which helped in bringing the employees together. This was the end of our activities in this department. We could boldly say now that apart from the theory given to us in school, we can practically carry out our own communication campaigns.

❖ **Fifth-tenth week (15th August – 23rd September) : DIGITAL DEPARTMENT and CREATIVE**

On our fifth week, we had a meeting with our client; ICLICKIPLAY. This client had an objective of getting 10,000 buyers to their E-commerce platform while using the world cup in Quata to attract people to it. It was attended by the managing director, account manager, creative leader, digital director, communicator for ICLICKIPLAY and me. It is an e-commerce platform, which wishes to use the world cup 2023 to launch its business. We did a brainstorm and gave some ideas while taking down minutes for this meeting. A report was later sent to the managing director as he required. Since this enterprise is an online business, its communication was mostly digital.

We carried out a digital landscape this very week to show how much useful the digital world now is, the different most used platforms, and how well the digital world is progressing. This was in order to help us decide the different platforms to use for our clients, ICLICKIPLAY.

❖ **The sixth week**, we had to do an audit for 50 anglophone influencers in Cameroon. Here, we had to bring out their different platforms in which they are present in, their number of followers, likes, shares and links. The platforms were mostly Facebook, Instagram, Twitter and Tiktok. This was to enable us to know which influencers we could use and determine the audience that will

be attracted if any choice made. This was in case of any clients that needed influencers.

- ❖ **The seventh week**, we carried out an audit on the different platforms of ICLICKIPLAY. We checked on their Instagram, Facebook, twitter, and saw when the platforms were created. This was to enable us to know if we will get the expected target audience on their different platforms.
- ❖ **The eighth week**, we carried out an activity known as digital trends. Here, it had to deal with bringing out the recent technological changes that have been made in the different social media platforms. This is in order to know what technology exactly one could use to attract the defined public. Here, we worked on facebook, instagram, tiktok and youtube.
- ❖ **The ninth week**, we carried out a 360 (traditional media, outdoor and digital media) communication plan for the launching of the new product, SLASH for the company BRASAF. Here, we were working mostly with the digital communication, including its budget. We equally produced a flow plan for this campaign.
- ❖ **The tenth week**, we started constructing a mobile application for ACMAR media group in order to help in the internal communication of the company. We had just begun with the functions of this app and what it was going to look like. For financial purposes, this plan was put on hold.

❖ **11th -14th Week (23rd September - 18th October) : Monitoring department**

The 11th and 12th week, we were our final department where we monitored different campaigns like kinder joy, CAMTEL and BICEC. We checked the hours and times these spots were diffused on the different channels and radio stations. After every week, we were asked to send a report to the clients, on how far the

INTERNSHIP REPORT

diffusion of their spots are going. This was sent through mails. We verified if the spots that were programmed to be diffused were being diffused at that time, and we gave a weekly report to the clients everyweek. This was for the clients to know if their communication campaign is being diffused at the right time and to the right public.

Our final weeks which were our 13th and 14th week, we were able to finally get ideas for our newsletter and intranet that were to be produced for the amelioration and reenforcement of communication at ACMAR media group. We worked on the articles and different documents that had to be signed for the progress of these communication tools.

Chapter 4: ACTIVITIES CARRIED OUT BY INTERN

A- ACTIVITIES RELATED TO COMMUNICATION

I- COMMUNICATION STRATEGIES

1- Carried out 360 communication plans and campaigns.

We carried out 360 communication plans and campaigns for several clients. The 360-communication plan has to do with reaching a target audience from multiple platforms and channels. This had to do with the combination of both traditional and digital communication strategies. We had several clients to carry out these communication plans for like Access bank, BICEC, ICLICKIPLAY, EJARA, MAGGI AROMA, etc below, we will show how we carried out these activities. A similar procedure was followed in establishing these campaigns. So, they will all be explained together.

2- Receiving Briefs.

Our very first activities to be carried out while working on the communication plans were the client's brief. It is either the client sends a written brief stating their objective for the campaign as well as their targeted audience with other information like in the case with Maggi Aroma, or they come physically and have a brainstorm with us, where we will detect their objective and see their targeted audience, get their ideas and add our own ideas like in the case with ICLICKIPLAY, BRASAF and EJARA. These briefs were often sent to us through mails and a task will be given to us to treat it or the meetings where we were asked to attend and do the minutes, where later we will be asked to produce flow plans by the account manager.

3- Producing Flowplans

The flow plan at ACMAR media group had to deal with us bringing out the different medias, (TV, Radio and outdoor) including the different stations that

have been chosen for the campaign and their prices for each diffusion of spots or usage of billboards depending on the time and format respectively. These flow plans included the general budget the client was going to be spending. We carried out flowplans for access bank, Maggi Aroma and Slash for Brasaf. These flow plans were always corrected and supervised by the account manager before sending to the clients. If the clients refuse the flowplans like in the case of Ejara, adjustments will be made until it is corrected. If it is accepted, media plans were then followed.

4- Producing Media Plans

We created media plans for clients like Access bank, BICEC, Magii Aroma, and Slash. These media plans had to do with the programming of the spots that needed to be diffused at different times, on different days and in what language. It specified if a program was supposed to be diffused at the beginning, between or at the end of a particular program during the week. We needed the programs of Televisions and radio stations in order to carry out this activity successfully. From the beginning, we had a lot of difficulties but found it easier as time went by.

5- Monitoring

This was another department on its own. We monitored some campaigns like BICEC, not necessarily what we started from the beginning because we were given a time frame to carry out this activity. This activity entailed watching and listening to different radio stations in order to take down the necessary information of when (at what time) a particular advert was made and what channel.

6- Calling the medias

We were often given the tasks of calling radio and television stations to ask if they were able to carry out some out of home activities. We equally contacted billboards. This was done through phone calls most often. The contacts of these different media houses.

II- DIGITAL COMMUNICATION (BLACK CLICK)

Here, we carried a lot of activities that helped in the complete launching of a digital campaign. It is we were carrying out digital audits, digital scandals, audit on influencers, in order to give out the most appropriate suggestions for the digital campaign. Apart from that, we had some digital activities like community management, and creation of social media platforms.

1- Digital audits, Digital Scandals, Digital Trends

We carried out several digital audits either for organisations or for their different competitors. We carried out audits that showed the progress of enterprises or products like slash and their different competitors like SABC and UCB. This made us to see the strengths and weaknesses of the competitors and of the enterprises in question and made us do a good comparative. We could therefore see how to use these to do a good campaign.

An audit on Cameroonian influencers was also carried out as we checked their different social media platforms, bringing out their number of likes, followers and shares. This was mostly on Tiktok, facebook, instagram. This helped us to examine the different influencers we could use for our digital campaign and estimate their prices.

2- Community Management.

We created a social media page (facebook). <https://www.facebook.com/EmysNaturalJuices> for a clients online bussiness known as Emy's natural drinks. Updated some content on the page and managed it till present. We equally worked with the creative department to produce communication tools like posters for this clients bussiness.

III- CREATION OF COMMUNICATION TOOLS

We created some communication tools for Emy's natural juices. This will be seen later in this document. We created their logo, posters and stickers to be pasted on the bottles. This was later supervised by Mr Jules Ebenza who gave it to the client for final confirmation. This is a newly created company to produce natural juices.

We equally created a newsletter and an intranet. These were for professional and academic reasons. We had the name of the newsletter which was "ACMAR HAISE". It has to deal with the combination of "house" and "maison".

B- ACTIVITIES NOT RELATED TO COMMUNICATIONS

1- Took down minutes

For every meeting that we had either with clients, general meetings with employees or personal meetings with interns, we took down minutes. We wrote down everything that was said during these meetings, those who attended the meetings, when it started and ended. This was later on sent to our assistant supervisor for corrections before being sent to the managing director.

2- Translation activities

We were asked to translate a couple of documents to English. We even had words that were asked verbally for us to translate. These documents were often sent by the managing director. They were often particular articles that needed to be in English for bilingual magazines.

3- Running errands in and out of the company.

We were often sent to either take a laptop from another company to another or take a document from a desk to another desk. We were equally sent to buy food for employees, transfer their money or any other extracurricular activities. In relation to work, sometimes we were sent to other companies to collect some documents if need be. For example, we were sent to BICEC bonanjo to collect a “Bon de commande”.

PART III: EVALUATION OF THE INTERNSHIP

In this part, we will talk on an overview of this internship. This will entail the activities, difficulties, encountered by the intern durring this internsip as well as our observations and suggested solutions.

Chapter 5 : OVERVIEW OF THE ACTIVITIES

I- CONTRIBUTION OF THE INTERN TO ACMMAR MEDIA GROUP

Durring our three months internship, we contributed both professionally and personally to the enterprise and its workers.

1- Ameliorate the internal and external communication at ACMAR.

On our arrival, we noticed that ACMAR has a problem with its external and internal communications. We realized that internally and externally they communicate with their mail service which is not very effective. This is because, there are so many messages they can not see, and they lack notifications to inform them when there is a mail and many other setbacks. With this information, we tried to advise them on how to get more clients and make the society know them better. For the internal communications, we took permission to create tools that were going to be used by ACMAR to enhance their communication. We proposed an intranet, newsletter and equally suggested the restructuring of their WhatsApp groups abd Monday meetings.

2- Ameliorated the collaboration between workers at ACMAR.

Durring birthdays, we made sure that we did some purchases for thew celebrant. Thes purchases brought the workers together to share amongst each other and dicuss. This helped the workers to collaborate with each oter better. The newslette that was made every month equally gave a feeling of collaboration as the workers had a common interest they could talk on.

3- Suggested an amelioration for weekly meetings.

Meetings were held at Athe employees. ACMAR weekly in order to discuss the progress of employees. After some time, this culture died due to too much worl load and insufficient time. We then suggested to the Managing director to carry out

these meetings online, zoom or whatsapp, incase of any unwanted situations. This was taken into consideration and the meetings became more frequent. This was in order to enhance internal communication in the enterprise and of course build their culture.

II- BENEFITS OF INTERNSHIP TO THE INTERN.

The internship was very beneficial to us in many ways. Apart from this internship being academic, it helped us professionally, personally and morally, as well as many other aspects.

1- Academic benefits

This internship helped us in many academic ways, as we saw in practical what has been taught to us in theory. Apart from seeing what was shown to us after we had a little knowledge on this from school, we learn new things durring the internship. Doing media plans, media monitoring, flow plans, digital campaigns, audits and so forth, made us have more than an idea of what had been given to us back at school. It made us fully undrstand what was given to us at scholl durring lessons and as well make us feel competent enough to tech others.

2- Professional benefits.

At the professional level, we see how helpful this internship was to us, as it made us to understand the btrue meaning of professionalism. The benefits were:

- It taught how to corporate with different people out of our comfort zones.
- It taught us different skills of communication.
- It made us improve in time management.
- It made us dress responsibly and act responsibly.
- It made us to have a professional view of what we had been theorotically taught in class.

3- Human level

This internship made us to be able to live with people, despite their difficult attitudes or incomprehensive ways. It made us to have a professional way of handling situations while working and this created a conducive environment for us.

4- Contacts created

This internship helped us to make a lot of important contacts that could help us in future for so many reasons, most especially for future job purposes. We came in contact with some ministers like the minister of communication and Mme Acha, so many journalists which made us increase our press list, and as well as other important personalities like;

- Bony DASHACO CEO Dash foundation
- Hon Sammy Najeme
- Minister delegate at the presidency incharge of supreme state audit (Mme Mbah Rose)
- Aristide Mabatto (Managing directo ACMAR)

III- SKILLS ACQUIRED BY THE INTERN

During our internship, a good number of skills were obtained.

1- Creating flowplan and media plans

Theoretically, we had been taught at school on how to produce flow plans and media plans. On the field, we now developed the skill of producing these documents.

2- Using mailing service to communicate

We were created mailing accounts and taught how to create and use this mailing system as a good form of communication.

3- Digital campaigns

Here, the skill we learnt was how to carry out digital scandals, digital audits and find influencers depending on the product that has to be consumed. We equally developed a skill for community management, where we were able to manage companys accounts. (Emys natural juices). We equally learnt how to create and post content online.

4- Creating and posting content online.

While creating content for the client “Emynaturaljuice”, we we’re seriously supervised and corrected every step of the way. We were taught on how to produce neat communication tools and as well post them on their social media platforms. This is a skill that was learnt at ACMAR.

Chapter 6: DIFFICULTIES ENCOUNTERED DURING INTERNSHIP, OBSERVATIONS, AND SUGGESTED SOLUTIONS.

I- DIFFICULTIES ENCOUNTERED

1- Professional level

Firstly, there is no communication department at ACMAR MEDIA GROUP. This being the case, it made the workers confused on where to install us exactly. We realized that they had departments that were related to our studies in school and demanded to go there but it was a little difficult as they kept asking us for a theme from the school. Sometimes we had to stay at departments that had nothing to do with communications.

Also, this company is owned by the CEO who has this company as well as other 12 other companies in the same building. This made things difficult as sometimes, we could be sent to work under these other companies which had nothing to do with ACMAR,

Having been that we were so many employees under just one supervisor, it made things difficult. This was because we were often given group works and not rated individually for our own know how. Sometimes it made things difficult as we do not totally learn everthing by ourselves because in a group work, one does not do all the activities alone. This was good to maintain collaboration but not very effective for the iinterns to learn much.

Sometimes, work was given to us just to do and not real projects. Even when this work wqas done, sometimes it will not be corrected. This made us to have a feeling that they do not believe that we can handle work given to us nor do they take us seriously.

2- Infrastructural and Material level

- There is no communication department for ACMAR media group. This makes them to slag in their communications out and in the enterprise.
- They have a wifi which is equally very slow and doesnt let workers work efficiently.
- They do not have a particular identification sign to identify which office is which.
- It lacks an infirmiry or first aid box. Incase of any illhealth, a worker will have to return home for medical services.

II- OBSERVATIONS

1- Sign Board

There is no signboard to show anything about this enterprise. It makes it even difficult for people to locate it. This makes ACMAR to fail in its communication.

2- Communication in ACMAR media group

Communication in ACMAR is not very efficient. Both externally and internally, one can not really see what they do to communicate. Externally, they rarely send out information but internally they use mobile phones, meetings and mail services to communicate. They are still very weak in communication.

III- SUGGESTED SOLUTIONS

With the above observations given above, we suggest the following:

1- **Communication at ACMAR MEDIA GROUP**

Their communication be it internally or externally need to be reinforced. Even though they claim not to need communication, but income, time and attention should be put in for communication in this enterprise. There should be a department for communication on its own. This will make them to be known by other clients and not just the old client's they've known for years. Internally, they should build their communication system too which make them related to each other as well as put them in collaboration with each other. They should take their weekly meetings very seriously and try to make it very interactive.

2- **Sign board**

A well informative, visible and understandable sign board should be placed at the main entrance of ACMAR. It should be put right at the gate of this enterprise stating their missions and functions. It is one of the main tools to communicate to visitors what ACMAR is, but it is absent.

3- An archive should be made for ACMAR where important documents could be traced in times of need. It was very difficult for us to get important information like the organisational structure and historical background of ACMAR. Nevertheless, we found a way out of this situation.

4- We will equally suggest that ACMAR draws up a contract for their interns, in order to give them a way of direction during their internship. A program should be drawn to show them how the internship will run down. It should equally be made known to them if it is payable or non payable. In summary, the interns should be given their job descriptions.

CONCLUSION

This is a description of everything we carried out during this three months internship. These three months as seen in this report helped us firstly to see all what had been given to us at school in a practical way and then secondly, learn many more things on the field, which made it interesting and productive for us. We observed some difficulties and proposed solutions for this enterprise, in order to ameliorate the enterprise. Indeed, it was a wonderful experience, and we will love to see that our suggested solutions which were made, will be taken into consideration as our own little way of contributing to the internal structuring of this enterprise.

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APPENDIX

- Pictures taken durring internship
- Communication tools produced
- Facebook page of Emys natural juices
- Areas we were sent to and what was collected
- Attestation

INTERNSHIP REPORT

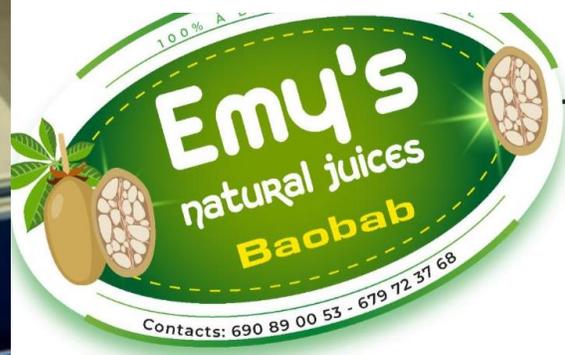


With secretary and intern supervisor



Birthday celebrations that brought workers together

INTERNSHIP REPORT



Some communication tools produced.



Emy's Natural Juices

43 likes · 48 followers

Message

Like

...

Posts

About

Photos ▼

Mentions

Details

 Page · Food & Drink

 Not yet rated (1 Review)

... See Emy's Natural Juices' About Info

Facebook page for Emy's Natural juice

INTERNSHIP REPORT



acmar media group
Agence conseil en communication média

Office of Group President

ACMAR MEDIA GROUP West & Central Africa

Ref: 0093/GP/CEO/AMG/19/10/2022

END OF INTERNSHIP CERTIFICATE

I the undersigned **Bony DASHACO, Group President / CEO of ACMAR MEDIA GROUP West & Central Africa, BP 15779 Douala Cameroon,**

Do certify that **Miss ENYONG STACEY ANGYIE ANGUM** has undergone an academic internship in our company through the period of **18th July 2022** to the **18th of October 2022.**

In her capacity as **Assistant Community Manager and Media Planner**, she served with great dedication and enthusiasm.

By virtue of which we issue her this certificate that it may serve the purpose for which it is intended.

Done in Douala: 19th.10.2022

Sincerely

Bony DASHACO
Group President / CEO



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Rea. No. TPRR/RC/DLA/2014/B/2309, Tax Payers No. M051411837743N

Attestation

TABLE OF CONTENTS

SUMMARY i

ACKNOWLEDGEMENT ii

ABBREVIATIONS iii

INTRODUCTION.....1

PART I: GENERAL PRESENTATION OF ACMAR MEDIA GROUP AND ITS SERVICES2

Chapter 1: PRESENTATION OF ACMAR MEDIA GROUP3

I- HISTORICAL BACKGROUND OF THE COMPANY (ACMAR)3

II- VISION, MISSION AND VALUES OF ACMAR4

1- Their vision4

2- Their mission.....4

3- Their value.....4

III- ORGANISATION AND FUNCTIONING OF ACMAR MEDIA GROUP5

IV- DATA SHEET AND SERVICES.....6

1- Data sheet6

2- Services offered at ACMAR7

a) Media strategy and planning7

b) Media buying7

c) Communication and Marketing Consultancy7

d) Digital Communication.....7

e) Media Monitoring8

f) Competitive Analysis8

3- The different departments of ACMAR.8

a) The creative.....8

b) The digital9

INTERNSHIP REPORT

c) The marketing and commercial service	11
d) The planning department	11
e) The Out of Home (OOH)	11
f) Monitoring Unit	12
V- ENVIRONMENT OF ACMAR.....	12
1- Target Public	12
a) Internal Audiences	12
b) External Audience.....	12
2- Competitors	13
Chapter 2: COMMUNICATION AT ACMAR MEDIA GROUP.....	14
I- PRESENTATION OF THE COMMUNICATION UNIT.....	14
1- Missions, Objectives and Activities.....	14
a) Missions	14
b) Objectives.....	15
c) Activities	15
2- Communication Strategy.....	15
a) Internal communication	15
b) Exrenal Communication	18
PART II: UNFOLDING OF THE INTERNSHIP.....	20
Chapter 3: GENERAL OVERVIEW OF THE INTERNSHIP	21
I- CONTEXT	21
II- OBJECTIVES OF THE INTERN.....	21
1- Main objective.....	21
2- Specific objectives.....	21
III- RESPONSIBILITIES OF THE ORGANISATION AND THE INTERN	
22	
1- The organisation towards the intern.....	22
2- Overview of Weekly Internship Activities	22

INTERNSHIP REPORT

Chapter 4: ACTIVITIES CARRIED OUT BY INTERN	28
A- ACTIVITIES RELATED TO COMMUNICATION	28
I- COMMUNICATION STRATEGIES	28
1- Carried out 360 communication plans and campaigns.	28
2- Receiving Briefs.....	28
3- Producing Flowplans.....	28
4- Producing Media Plans	29
5- Monitoring.....	29
6- Calling the medias.....	29
II- DIGITAL COMMUNICATION (BLACK CLICK)	30
1- Digital audits, Digital Scandals, Digital Trends	30
2- Community Management.....	30
III- CREATION OF COMMUNICATION TOOLS	31
B- ACTIVITIES NOT RELATED TO COMMUNICATIONS.....	31
1- Took down minutes.....	31
2- Translation activities	31
3- Running errands in and out of the company.	32
PART III: EVALUATION OF THE INTERNSHIP	33
Chapter 5 : OVERVIEW OF THE ACTIVITIES	34
I- CONTRIBUTION OF THE INTERN TO ACMMAR MEDIA GROUP..	34
1- Ameliorate the internal and external communication at ACMAR.	34
2- Ameliorated the collaboration between workers at ACMAR.....	34
3- Suggested an amelioration for weekly meetings.	34
II- BENEFITS OF INTERNSHIP TO THE INTERN.....	35
1- Academic benefits	35
2- Professional benefits.	35
3- Human level	36

INTERNSHIP REPORT

4- Contacts created	36
III- SKILLS ACQUIRED BY THE INTERN	37
1- Creating flowplan and media plans.....	37
2- Using mailing service to communicate.....	37
3- Digital campaigns.....	37
4- Creating and posting content online.....	37
Chapter 6: DIFFICULTIES ENCOUNTERED DURING INTERNSHIP, OBSERVATIONS, AND SUGGESTED SOLUTIONS.	38
I- DIFFICULTIES ENCOUNTERED	38
1- Professional level	38
2- Infrastructural and Material level.....	39
II- OBSERVATIONS.....	39
1- Sign Board.....	39
2- Communication in ACMAR media group	39
III- SUGGESTED SOLUTIONS	40
1- Communication at ACMAR MEDIA GROUP	40
2- Sign board	40
CONCLUSION.....	41
BIBLIOGRAPHY	42
□ REFERENCES	42
APPENDIX	43
TABLE OF CONTENTS	49