NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF APPLIED SCIENCES

DEPARTMENT OF COMPUTER SCIENCE

Computational Marketing Model and Heuristics for Mobile Adverts

STUDENT NAME: NAMATIRAI DZIVA
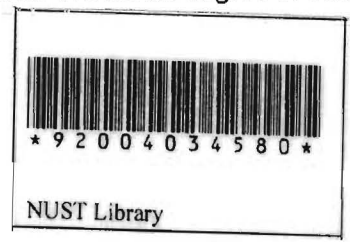
STUDENT NUMBER: N0112457L

NAME OF SUPERVISOR: MR K.R. CHILUMANI

NAME OF CO-SUPERVISOR: MR K. SIBANDA

JUNE 2013

This dissertation is submitted to the National University of Science and Technology, Computer Science department in partial fulfilment of the Master of Science degree in Computer Science

ABSTRACT

The mobile industry is one of the fastest growing industries in the world. A new type of advertising, mobile advertising, has come up through the advent of this new technology. The problem with this type of advertising at the moment is that irrelevant adverts are being sent to people. These in turn become irritating to the consumers, therefore the adverts are wasted. This research looks at the use of a computational marketing model and heuristics for the dissemination of adverts to the target group which is interested in that particular category. In this research we compared the marketing models currently being used as well as mobile advertising algorithms and combined their best traits into the design of the model implemented in this research. The results of the research show that it is possible to disseminate specific adverts to a target group to whom there is relevance, instead of wasting resources by broadcasting everything to everyone.