

Final Year Project Report

**A thesis submitted in part completion of degree of
BS in Software Engineering
Android Media Promoter as a Gadget (AMPG)**



By

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DECLARATION

I student of software engineering department hereby declare that the project work entitled “**Android Media Promoter as Gadget**” submitted to Bahria University Islamabad is a record of original work done by me under the guidance of Mr.Faisal Imran faculty member software Engineering department Bahria University Islamabad. The information incorporated in this project is true and original to the best of my knowledge.

Student Name

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CERTIFICATE

This is to certify that thesis/Report entitled ”**Android Media Promoter as a Gadget**” which is submitted by **Muhammad Irshad** in partial fulfillment of the requirement for the award of degree BS Software Engineering Bahria University Islamabad is a record of the candidate own work carried out by him under my supervision. The matter embodied in this thesis is original and has not been submitted for the award of any other degree.

Supervisor Sign:

ACKNOWLEDGEMENT

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Abstract

The purpose of this thesis is to study how to develop an android based system for the promotions of business ads through SMS, Email and timelines of accessible Facebook and Twitter profile accounts to capture the attention of a large number of intended audiences. The system has the functionalities to promote the ads on all of the above media to deliver ads to the intended audiences. This project consists of three parts to implement the above mentioned system.

Firstly the SMS Promotions which is one of the most important and an inexpensive part of the system through which we will promote our business ads to a large number of mobile phone users from our android device. SMS can be sent to our contact list and a range of numbers of mobile phone users of any network mentioned by the user for promotion of ads.

Secondly the Email promotions part which is implemented to read a range of Email addresses from a file given by the user and send the ads to them at the same time. This will send Emails to all those Email addresses mentioned by the user. The Email account can be of any server like yahoo, Gmail etc. The user should simply write the Email addresses in a CSV file which will be read by the system for promotions through email.

The third part is the Facebook and Twitter promotions which is one of the most important and critical part of the system which will allow the users to promote their ads through timelines of Facebook and Twitter accounts which are accessible to them to promote their businesses. The user can tag people to promote the ads to them. This system will help the user to promote their business interest or ideas to a large number of the intended audiences because almost most of the people are capable to keep cell phone with them whether in city or villages. The use of social media is increasing day by day and it impacts our society mostly so we can also promote our businesses through Facebook and Twitter to target a large number of audiences. Moreover it will be easy for users to use multiple functionalities in a single system using their android phones for the purpose of promotions. SQLite RDBMS is implemented at the backend which helps the user to manage the record of all the ads created or promoted using the features of the system. The ads are automatically saved into the database by the system to keep the record of all the ads.

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