



Final project proposal

Type	Undergraduate
Title	<i>Ad Server Platforms</i>
Supervisor	Assistant Professor Smilka Janeska-Sarkanjac, PhD
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Department / Group	
ISMT	
Topic(s)	
Internet marketing	
Project can start from	01.04.2014
Project duration	4 months
Short description	
<p>Proposed project aims to analyze existing Ad Server platforms and compare their strengths and weaknesses.</p> <p>Further more, it would propose combination of the features of existing Ad Server platforms that suit for a small, internet market in a developing country. Next assignment would be to develop a prototype of such system.</p> <p>This project is intended to be individual activity.</p>	
Results and assessment	
The project outcome would be written report and application, assessed by supervisor.	
Other (additional) information	