DEVELOPMENT OF ONLINE ADVERTISING SYSTEM FOR SUPPORTING TRAINING COURSE (DOASFSTC)

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By

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Abstract

Training Centers and individual Teachers are commonly advertised using the traditional way such as, TV, radio, E-mail, Newspapers, Billboards, and handbills. Advertisement through traditional way suffers from high cost, low availability; need, time consuming as well as limited to specific area. The objectives of this Project are to develop online Training Course Advertisement system to improve the Training Centers, and Private Teacher's Advertisement, and help Students to attend Training Courses held by the Training Centers, and help them communicate with Private Teachers easily, and quickly. The general Methodology is employed in this study, and system prototype is developed using the Rational Unified Process (RUP) method. The evaluation of the system usability and benefit is validated by the users of the system who are the managers of the Training Centers, Private Teachers, and Student. The evaluation of system Functionality is done through online Advertisement website experts. As a result, the online Training Course Advertisement system increased the efficiency of online Training Course Advertisement process, and facilitated the communication between Training Center managers and Private Teachers and Students.
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<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permission to Use</td>
<td>III</td>
</tr>
<tr>
<td>Abstract</td>
<td>IV</td>
</tr>
<tr>
<td>Acknowledgment</td>
<td>V</td>
</tr>
<tr>
<td>Table of Content</td>
<td>VI</td>
</tr>
<tr>
<td>List of Tables</td>
<td>XVI</td>
</tr>
<tr>
<td>List of Figures</td>
<td>XVII</td>
</tr>
<tr>
<td>Appendix</td>
<td>XXIII</td>
</tr>
</tbody>
</table>

**Chapter One: Introduction**

1.0 Introduction ........................................ 1

1.1 Problem Statement .................................... 2

1.2 Research Questions .................................... 2

1.3 Research Objectives ................................... 3

1.4 Scope .................................................. 3

1.5 Significant ........................................... 3

1.5.1 Course Training Centers ............................ 3

1.5.2 Teachers ............................................. 3

1.5.3 Student ............................................... 4

1.6 Project Schedule ...................................... 4

**Chapter Two: Literature Review**

2.0 Traditional Advertisement ........................... 6

2.1 Online Advertisement ................................. 7

2.1.0 Using the Internet for Advertising ............... 7

2.1.1 Type of Online Advertising ........................ 8

2.1.2 Advantages of Online Advertising .................. 9

2.1.3 Disadvantages of Online Advertising .............. 9
Chapter Three: Research Methodology

3.0 Introduction .............................................19
3.1 Awareness of Problem ...................................20
  3.1.0 Data Collection .....................................20
  3.1.0.1 Interview .........................................21
  3.1.0.2 The Current Process for Training Course Advertisement ...................................21
  3.1.0.3 Result of the Interview ............................21
3.1 Suggestion ..................................................22
3.3 Development ...............................................22
  3.3.1 The Rational Unified Process (RUP) Development Phases ...........................22
    3.3.1.0 Inception Phase ................................23
    3.3.1.1 Elaboration Phase ...............................23
    3.3.1.2 Construction Phase ...............................23
    3.3.1.2.0 Roles of Construction Phase .................23
    3.3.1.3 Transition Phase .................................24
  3.3.2 Features of Rational Unified Process (RUP): ...........................................24
    3.3.2.0 Iterative Development ............................24
    3.3.2.1 Benefit of Iterative Development ...............24
    3.3.2.2 Iteration ...........................................25
3.4 Evaluation ...............................................25
3.5 Conclusion ...............................................26
4.5.6 Manage Courses ........................................................................78
4.5.7 Manage Sections .....................................................................79
4.5.8 Manage Training Center Students ...........................................79
4.5.9 Manage Training Center Teachers ..........................................80
4.5.10 Manage Private Teacher Account .........................................80
4.5.11 Manage Students .................................................................81
4.5.12 View Training Center Advertisements .................................81
4.5.13 Manage Course Info ............................................................82
4.5.14 Manage Sections ..................................................................82
4.5.15 Manage Course Info ............................................................83
4.5.16 View Private Teacher Advertisements .................................83
4.5.17 Manage Private Teacher Advertisements ..........................84
4.5.18 Manage Training Center Advertisements .............................84

4.6 Sequence Diagram ......................................................................85
4.6.0 Login .....................................................................................85
4.6.1 View Main Page ......................................................................85
4.6.2 Logout ....................................................................................86
4.6.3 Manage Training Centers ......................................................86
4.6.4 Manage Private Teachers ......................................................87
4.6.5 Manage Training Centers Account .......................................87
  4.6.5.0 Create Training Center Account .......................................88
  4.6.5.1 Delete Training Center Account .......................................88
4.6.6 Manage Courses .................................................................89
  4.6.6.0 Add New Course ...............................................................89
  4.6.6.1 Delete Course ...................................................................90
  4.6.6.2 Update Course Info ..........................................................90
  4.6.6.3 Show Course Info ..............................................................91
  4.6.6.4 Show Section Info .............................................................91
4.6.7 Manage Sections .................................................................92
  4.6.7.0 Add Section to Course ......................................................92
  4.6.7.1 Delete Section from Course ..............................................93
4.6.1 View Main Page .................................................................111
4.6.2 Logout ........................................................................112
4.6.3 Manage Training Centers ............................................112
4.6.4 Manage Private Teachers ..............................................113
4.6.5 Manage Training Centers Account .........................113
   4.6.5.0 Create Training Center Account .........................114
   4.6.5.1 Delete Training Center Account .........................114
4.6.6 Manage Courses ...........................................................115
   4.6.6.0 Add New Course ..................................................115
   4.6.6.1 Delete Course .....................................................116
   4.6.6.2 Update Course Info ..............................................116
   4.6.6.3 Show Course Info ................................................117
   4.6.6.4 Show Section Info ................................................117
4.6.7 Manage Sections ..........................................................118
   4.6.7.0 Add Section to Course .........................................118
   4.6.7.1 Delete Section from Course .................................119
   4.6.7.2 Update Section Info .............................................119
4.6.8 Manage Training Center Students .........................120
   4.6.8.0 Show Student Info ..............................................120
   4.6.8.1 Delete Student from Training Center ................121
   4.6.8.2 Delete Student from Course .................................121
4.6.9 Manage Training Center Teachers .........................122
   4.6.9.0 Add Training Center Teachers .........................122
   4.6.9.1 Delete Teachers from Course ............................123
   4.6.9.2 Update Teacher Info .........................................123
   4.6.9.3 See Teacher Info ...............................................124
   4.6.9.4 Pay salaries to Teachers .................................125
4.6.10 Manage Private Teacher Account .........................125
   4.6.10.0 Create Account ...............................................126
   4.6.10.1 Delete Account ...............................................126
   4.6.10.2 Update Account ...............................................127
4.6.11 Manage Students ..............................................................127
  4.6.11.0 Add Students..........................................................128
  4.6.11.1 Delete Students ......................................................128
  4.6.11.2 Update Students .....................................................129
4.6.12 View Training Center Advertisements ..................................129
4.6.13 View Private Teacher Advertisements ..................................130
4.6.14 Manage Course Info .......................................................130
  4.6.14.0 View Course Info...................................................131
  4.6.14.1 View Section Info ..................................................131
  4.6.14.2 Register in one of the Section ....................................132
4.6.15 Activate Displaying Training Center Advertisement ..................132
4.6.16 Stop Displaying Training Center Advertisement .....................133
4.6.17 Stop Displaying Private Teacher Advertisement .....................133
4.6.18 Activate Displaying Private Teacher Advertisement ..................134

4.7 Class Diagram .....................................................................135
4.8 Interface design.....................................................................136
4.8.1 Online Training Course Advertisement system (OTCAS) Main menu ........136
  4.8.1.0 Description................................................................136
4.8.2 Login area.........................................................................136
  4.8.2.0 Description................................................................137
4.8.3 Center Registration Page ....................................................137
  4.8.3.0 Description................................................................137
4.8.4 Private Teacher Registration Page ........................................137
  4.8.4.0 Description................................................................138
4.8.5 Student Registration Page ...................................................138
  4.8.5.0 Description................................................................138
4.8.6 Training Center Main Page ...................................................138
4.8.6.0 Description................................................................139
4.8.7 Course...............................................................................139
  4.8.7.0 Description................................................................139
4.8.22 View Teacher............................................................................................................150
4.8.22.0 Description............................................................................................................151
4.8.23 Update Profile........................................................................................................151
4.8.23.0 Description........................................................................................................151
4.8.24 View Profile...........................................................................................................151
4.8.24.0 Description........................................................................................................152
4.8.25 Advertisement........................................................................................................152
4.8.25.0 Description........................................................................................................152
4.8.26 View Training Center Info......................................................................................152
4.8.26.0 Description........................................................................................................153
4.8.27 View Private Teacher Info....................................................................................153
4.8.27.0 Description........................................................................................................154
4.8.28 Update Profile........................................................................................................154
4.8.28.0 Description........................................................................................................154

Chapter Five: Result and Finding.....................................................................................155
5.0 Introduction..................................................................................................................155
5.1 Purpose of Test Case....................................................................................................155
5.2 System Test Case.........................................................................................................155
  5.2.0 Test Case for View Main Page Functionality.........................................................156
  5.2.1 Test Case for user Login Functionality.................................................................156
  5.2.2 Test Case for Manage Training Centers Functionality........................................157
  5.2.3 Test Case for Manage Private Teacher Functionality..........................................157
  5.2.4 Test Case for mange Advertisement Functionality.............................................158
  5.2.5 Test Case for update Profile Functionality.........................................................158
  5.2.6 Test Case for Training Centers Registration Functionality............................159
  5.2.7 Test Case for Training Centers Course Functionality........................................159
  5.2.8 Test Case for Training Centers Section Functionality.......................................159
  5.2.9 Test Case for lecturer Functionality.................................................................160
  5.2.10 Test Case for Related Training Centers, Section, and Teacher Functionality.....160
  5.2.11 Test Case for Update Profile Functionality......................................................161

XIV
5.2.12 Test Case for View Profile Functionality ...........................................161
5.2.13 Test Case for Advertisement Functionality ........................................163
5.2.14 Test Case for Private Teacher Registration Functionality .....................163
5.2.15 Test Case for Student Functionality ..................................................163
5.2.16 Test Case for Update Profile Functionality .........................................164
5.2.17 Test Case for View Profile Functionality ..........................................164
5.2.18 Test Case for Advertisement Functionality .........................................165
5.2.19 Test Case for Student Registration Functionality .................................165
5.2.20 Test Case for View Courses Functionality ........................................166
5.2.21 Test Case for Register Courses Functionality ......................................167
5.2.22 Test Case for View Teachers Functionality ........................................167
5.2.23 Test Case for Update Profile Functionality ........................................168
5.2.24 Test Case for View Profile Functionality ........................................168
5.3 Evaluation Techniques ............................................................................168
5.4 Data Analysis .........................................................................................169
5.5 Evaluation Using System test case .............................................................169
5.6 Evaluation Using Questionnaire ...............................................................170
5.7 The Result of the Questionnaire is Divided into the Following Section ........170
5.8 Discussion ...............................................................................................171
5.9 Summary .................................................................................................171

Chapter Six: Conclusion and Recommendation ..............................................173
6.0 Conclusion ..............................................................................................173
6.3 Problems and Limitations .......................................................................173
6.4 Future works ..........................................................................................173
6.5 Recommendation ....................................................................................174
7.0 Reference ...............................................................................................175
LIST OF TABLES

Table 4.1: Functional Requirements..........................................................31
Table 4.2: Nonfunctional Requirements......................................................32
Table 5.2.0: Test Case for View Main Page Functionality..........................156
Table 5.2.1: Test Case for user Login Functionality.................................156
Table 5.2.2: Test Case for Manage Training Centers Functionality..............157
Table 5.2.3: Test Case for Manage Private Teacher Functionality................158
Table 5.2.4: Test Case for Manage Advertisement Functionality................158
Table 5.2.5: Test Case for update Profile Functionality............................159
Table 5.2.6: Test Case for Training Centers Registration Functionality........159
Table 5.2.7: Test Case for Training Center Courses Functionality...............159
Table 5.2.8: Test Case for Training Centers Section Functionality..............160
Table 5.2.9: Test Case for Lecturer Functionality.....................................160
Table 5.2.10: Test Case for Related Training Centers, Section, and Teacher Functionality..........................161
Table 5.2.11: Test Case for Update Profile Functionality...........................161
Table 5.2.12: Test Case for View Profile Functionality..............................162
Table 5.2.13: Test Case for Advertisement Functionality...........................163
Table 5.2.14: Test Case for Private Teacher Registration Functionality..........163
Table 5.2.15: Test Case for Student Functionality....................................164
Table 5.2.16: Test Case for update Profile Functionality.........................164
Table 5.2.17: Test Case for View Profile Teacher Functionality..................164
Table 5.2.18: Test Case for Advertisement Functionality..........................165
Table 5.2.19: Test Case for Student Registration Functionality...................166
Table 5.2.20: Test Case for View Courses Functionality.............................166
Table 5.2.21: Test Case for register Courses Functionality........................167
Table 5.2.22: Test Case for View Teachers Functionality............................167
Table 5.2.23: Test Case for Update Profile Functionality...........................168
Table 5.2.24: Test Case for View Profile Functionality..............................168

XVI
LIST OF FIGURES

Figure 1.1: Project Schedule ................................................................. 4
Figure 3.1: General Methodology Adopt from (Vaishnavi & Kothari, 2007) ........................................ 20
Figure 3.2: Rational Unified Process (RUP): Macro Process ........................................................ 22
Figure 3.3: The phase and millstone of the Project (Mortazavi, 2008) ............................................... 25
Figure 4.3: Use Case Diagram ................................................................. 33
Figure 4.4.0: Use Case: View Main Page .................................................................................. 34
Figure 4.4.1: Use Case: Log in ..................................................................................... 36
Figure 4.4.2: Use Case: View Training Center Info ................................................................. 38
Figure 4.4.3: Use Case: View Private Teachers Info ............................................................... 39
Figure 4.4.4: Use Case: Manage Training Centers Advertisement type ..................................... 41
Figure 4.4.5: Use Case: Manage Private Teacher Advertisement type ..................................... 43
Figure 4.4.6: Use Case: Manage Training Centers Account .................................................. 46
Figure 4.4.7: Use Case: Manage Courses ............................................................................. 48
Figure 4.4.8: Use Case: Manage Sections ............................................................................. 50
Figure 4.4.9: Use Case: Manage Training Center Students .................................................. 53
Figure 4.4.10: Use Case: Manage Training Centers Teachers .............................................. 55
Figure 4.4.11: Use Case: Manage Private Teachers Account ................................................. 58
Figure 4.4.12: Use Case: Manage Students .......................................................................... 60
Figure 4.4.13: Use Case: View Training Centers Advertisements ........................................... 62
Figure 4.4.14: Use Case: Manage Course Info .................................................. 64
Figure 4.4.15: Use Case: View Private Teachers Advertisements .......................... 66
Figure 4.4.16: Use Case: Manage Training Centers Advertisement ......................... 67
Figure 4.4.17: Use Case: Manage Private Teacher Advertisement .......................... 69
Figure 4.4.18: Use Case: Log out ................................................................... 71
Figure 4.5.0: View Main Page ........................................................................ 73
Figure 4.5.1: login ....................................................................................... 74
Figure 4.5.2: logout .................................................................................... 75
Figure 4.5.3: Manage Training Centers .......................................................... 76
Figure 4.5.3: Manage Private Teachers ......................................................... 77
Figure 4.5.4: Manage Training Centers Account ............................................. 78
Figure 4.5.5: Manage Courses ..................................................................... 78
Figure 4.5.6: Manage Sections .................................................................... 79
Figure 4.5.7: Manage Training Center Students ............................................. 79
Figure 4.5.8: Manage Training Centers Teachers .......................................... 80
Figure 4.5.9: Manage Private Teachers Account .......................................... 80
Figure 4.5.10: Manage Students .................................................................. 81
Figure 4.5.11: View Training Centers Advertisements ...................................... 81
Figure 4.5.12: Manage Course Info ............................................................... 82
Figure 4.5.13: Manage Sections .................................................................. 82
Figure 4.5.14: Manage Course Info ............................................................... 83
Figure 4.5.15: View Private Teachers Advertisements ...................................... 83
Figure 4.5.16: Manage Private Teacher’s Advertisement .................................. 84
Figure 4.5.17: Manage Training Centers advertisement .................................. 84
Figure 4.6.0: Login ..................................................................................... 85

XVIII
Figure 4.7.7.2: Update Section Info.................................................................119
Figure 4.7.8: Manage Training Center Students..............................................120
Figure 4.7.8.0: Show Student Info.................................................................120
Figure 4.7.8.1: Delete Student from Training Center.........................................121
Figure 4.7.8.2: Delete Student from Course.....................................................121
Figure 4.7.9: Manage Training Centers Teachers..............................................122
Figure 4.7.9.0: Manage Training Centers Teachers.........................................122
Figure 4.7.9.1: Delete Teacher from Course....................................................123
Figure 4.7.9.2: Update Teacher Info...............................................................123
Figure 4.7.9.3: See Teacher Info..................................................................124
Figure 4.7.9.4: Pay Salary to Teacher...............................................................125
Figure 4.7.10: Manage Private Teachers Account............................................125
Figure 4.7.10.0: Create Account....................................................................126
Figure 4.7.10.1: Delete Account......................................................................126
Figure 4.7.10.2: Update Account....................................................................127
Figure 4.7.11: Manage Students......................................................................127
Figure 4.7.11.0: Add Student........................................................................128
Figure 4.7.11.1: Delete Student.......................................................................128
Figure 4.7.11.2: Update Student.....................................................................129
Figure 4.7.12: View Training Centers Advertisements......................................129
Figure 4.7.13: View Private Teachers’ Advertisements......................................130
Figure 4.7.14: Manage Course Info................................................................130
Figure 4.7.14.0: View Course Info.................................................................131
Figure 4.7.14.1: View Section Info.................................................................131
Figure 4.7.14.2: Register in one of the Section...............................................132
Figure 4.7.15: Activate Displaying Training Center Advertisement................132
Figure 4.7.16: Stop Displaying Training Center Advertisement........................133
Figure 4.7.17: Stop Displaying Private Teacher Advertisement........................133
Figure 4.7.18: Activate Displaying Private Teacher Advertisement....................134
Figure 4.8: Class Diagram.............................................................................135
Figure 4.8.1: Online Training Course Advertisement system (OTCAS) Main menu

Figure 4.8.2: Login area

Figure 4.8.3: Center Registration Page

Figure 4.8.4: Private Teacher Registration Page

Figure 4.8.5: Student Registration Page

Figure 4.8.6: Training Center Main Page

Figure 4.8.7: Course

Figure 4.8.8: Section

Figure 4.8.9: Lecturer

Figure 4.8.10: Related Course_Section_lecturer

Figure 4.8.11: Update Profile

Figure 4.8.12: View Profile

Figure 4.8.13: Advertisement

Figure 4.8.14: Private Teacher Main Page

Figure 4.8.15: Student

Figure 4.8.16: Update Profile

Figure 4.8.17: View Profile

Figure 4.8.18: Advertisement

Figure 4.8.20: Student Main Page

Figure 4.8.21: View Courses

Figure 4.8.22: Register Courses

Figure 4.8.23: View Teacher

Figure 4.8.24: Update Profile

Figure 4.8.25: View Profile

Figure 4.8.26: Advertisement

Figure 4.8.27: View Training Center Info

Figure 4.8.28: View Private Teacher Info

Figure 4.8.29: Update Profile

Figure 6.0: Male
Figure 6.1: Female ................................................................. 179
Figure 6.2: Item1 ................................................................. 183
Figure 6.3: Item2 ................................................................. 183
Figure 6.4: Item3 ................................................................. 184
Figure 6.5: Item4 ................................................................. 184
Figure 6.6: Item5 ................................................................. 184
Figure 6.7: Item6 ................................................................. 184
Figure 6.8: Item7 ................................................................. 185
Figure 6.9: Item8 ................................................................. 185

APPENDIX

Appendix A Data Analysis .................................................. 180
Appendix B: Questionnaire .................................................. 188
CHAPTER ONE
Introduction

1.0 Introduction

Advertising is a way to communicate with the customer, and influence the customer to buy products, or concur with the political ideas. It displays products or services to the customers, and View the benefits the customers can gain from this products, or services. Usually advertisements aim to affect customer, or push him to buy product, or agree in idea or services. Commercial advertisers attempt to make strong relationship with the customers, using branding, which is an image or name related to the products. In order to keep customer remember the product through this brand name.

Various ways are used to advertise such as, TV, radio, E-mail, Newspapers, Billboards, handbills, wall paintings, mobile telephone screens, shopping carts, bus stop benches, town criers, Magazine, Internet and much other way to advertise. One of the most used advertisement media is the internet Online advertisement is using the World Wide Web to attract customer to buy products, or agree in idea, or services. Various ways to advertise using the internet like using the search engine, banner advertisements, rich media advertisements, online classified advertising, social network advertising, e-mail marketing, and e-mail spam (online advertisements, 2010).

Advertisements are designed for diverse reasons, and diverse product. One of the purposes of the Advertisement that will be discussed in this research, the training course and Private Teacher Advertisements in Malaysia. Which still use the traditional way to advertise such as, handbills, newspapers, TV, E-mail, wall painting, radio, and other ways that mentioned above.
The contents of the thesis is for internal user only
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