**Relation of research to graph**

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**You will get the part 1 of her job and explain how we are applying it to the Marketing department.**

In line with the above research and using the current ERD diagram shown our data mart will allow the university to achieve what they have set out in their objectives values and missions. They can accomplish this by using our data mart to analyse a number of areas that will allow them to implement successful events and marketing strategies and cut those that were not so successful. They can do this by running a query of; which event took place at a certain location and how many of attendees came to that event.

**You will say that the marketing department is responsible to help MDX achieve the aims/values/missions by doing different projects.**

The different project allows the university to meet its objectives by planning events and managing these events. These projects have cost and they are directly related to the project thus a budget is set by each department as to how much would be spend. Each staff member will also have a cost and this can be requested by filling in a timesheet. The timesheet has a budget code directly related to the respective project. The cost centre acts a repository and sorting centre of all these different timesheets.

The values are met by taking into consideration the long-term effects these projects will have on staff members, attendees and the different attractions held at these events that could generate positive publicity in line with the values of the university.

The mission is to attract the highest amount of high calibre students and by having different projects like open days, digital and social media events, career events and more traditional events at university like research projects the marketing fulfil its mission.

**The project is done by staff, and ... well, just explain the ERD in words.**

The ERD diagram that we have displayed below shows all the different entities and their attributes. This will allow us to show relationships across all the entities and compose a data mart that will display relevant information so that Middlesex University at the strategic level can make informed choices in how the budget can be used. The ERD diagram will also show the university a cornucopia of other information like what suppliers are used at certain events and what the turnout of the event was. The ERD diagram is vital to the success and longevity of the database and the data mart as if any relationships are missing or any entities have been missed this could result in the error in running queries and retrieving accurate results.

At every event each member of staff plays a crucial role like a events manager, public relations officer from marketing would be there to insure that everything goes according to plan. The member of staff is picked for each event by a few criteria; these criteria are the location of said staff member and their expertise as to the role that they are required to fill.

After events and during the course of the year all staff members that are apart of the Middlesex University marketing department or are apart of an event that the marketing department has held need to be paid for their. In order for this to happen all staff members must fill out a timesheet that will have some corresponding information on it so that it they can be paid but also so that the budgets team and cost centre can verify and know what they are paying said staff member for. On the timesheet the staff member will have to fill out hours worked at the event an event code, cost centre id, staff member id, timesheet id, name, and description of the event so that when the timesheet is received it can be processed from the correct budget.

To keep a track of all the task and how they were accomplished in the past will help us to understand perhaps how to overcome current difficulties but also will be beneficial to justify our expenditure. How we have managed the task indirectly relates to our budget and therefore we could justify requesting more budget for projects as we have x y and z amount of task that was not completed with other projects and therefor we perhaps under performed as a marketing department

Different venues can be held in different countries thus the university fulfils its mission of attracting international attention as well as focusing on the international students who represent a large amount of the university target audience.

Each project would occur at a venue and to organise the events would have different sessions booked in by book therefore being able to ascertain the correct amount of space allocated. This takes care of the logistical matters like seating plan, amounts expected to be catered for and falls under general event management.

