Schema Design for Marketing Development Tables

**Table1: Competitor**

|  |  |  |
| --- | --- | --- |
| **Name** | **Data Type** | **Allow Nulls?** |
| CompetitorCode | nvarchar(6) | No |
| Name | varchar(30) | No |
| Address | varchar(max) | No |
| Date\_Entered | varchar(10) | Yes |
| Strength\_of\_competition | varchar(8) | Yes |
| Comments | varchar(max) | Yes |

**Table2: TVAdvertisement**

|  |  |  |
| --- | --- | --- |
| **Name** | **Data Type** | **Allow Nulls?** |
| TV\_Station | nvarchar(15) | No |
| City | nvarchar(25) | No |
| CostPerAdvertisement | float | No |
| TotalCostOfAllAdvertisements | float | Yes |
| NumberOfAdvertisements | varchar(4) | Yes |
| Date\_Of\_Advertisement\_1 | varchar(12) | Yes |
| Time\_Of\_Advertisement\_1 | int | Yes |
| Date\_Of\_Advertisement\_2 | varchar(12) | Yes |
| Time\_Of\_Advertisement\_2 | int | Yes |
| Date\_Of\_Advertisement\_3 | varchar(12) | Yes |
| Time\_Of\_Advertisement\_3 | int | Yes |
| Date\_Of\_Advertisement\_4 | varchar(12) | Yes |
| Time\_Of\_Advertisement\_4 | int | Yes |
| Date\_Of\_Advertisement\_5 | varchar(12) | Yes |
| Time\_Of\_Advertisement\_5 | int | Yes |

**Table3: Campaign\_Response**

|  |  |  |
| --- | --- | --- |
| **Name** | **Data Type** | **Allow Nulls?** |
| ResponseOccurredWhen | datetime | No |
| RelevantProspect | int | No |
| RespondedHow | varchar(8) (phone, email, fax, letter) | No |
| ChargeFromReferrer | float | Yes |
| RevenueFromResponse | float | Yes |
| ResponseProfit | float (revenue minus charge) | No |