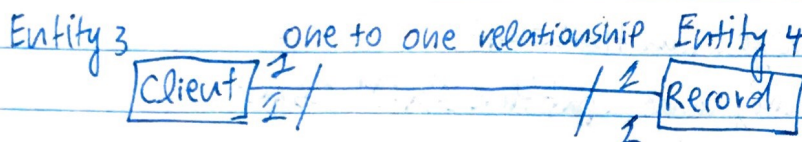
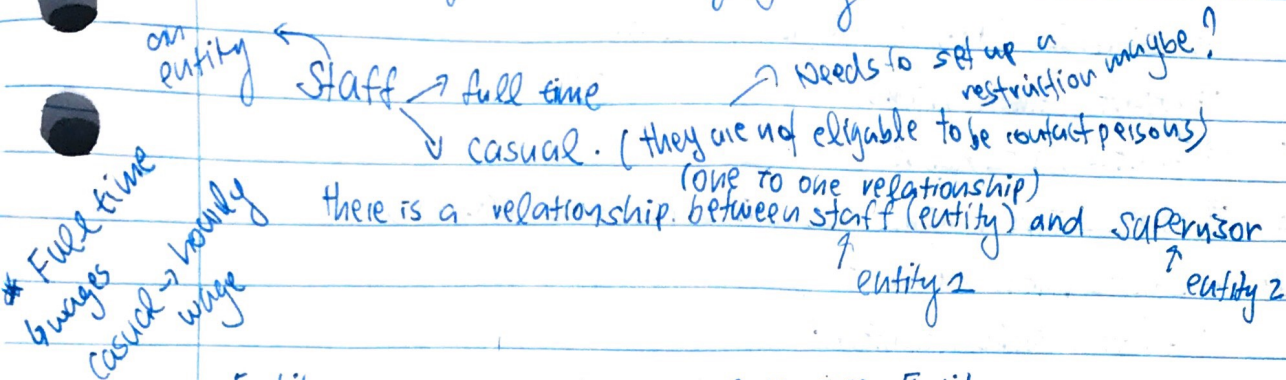


(No foreign keys in EER)

ISYS224 Assignment 1 → Planning

24/8/2019

Case Study: Shine Advertising Agency



Entity 5 → Contact Person (who is appears to be different to staff)

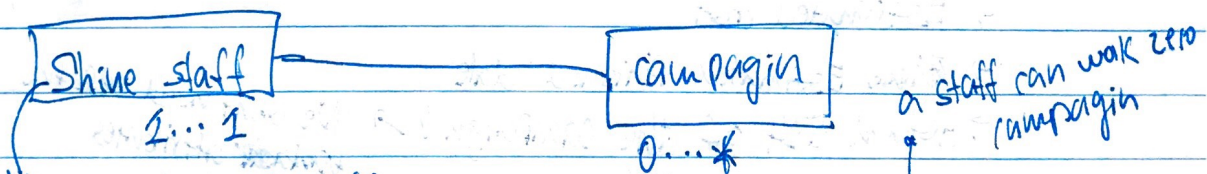
or does ^{is} contact person part of staff)

Client and Staff (full time)

one client manages by one staff (only applies to full time)

Entity 6 → has a relationship with a full time staff (who manages

Campaign: ID, Name, Theme (it's unique but it's a PK however it could be a composite key), finished date / estimated cost



Explanation: A staff may work zero, one or more campaign

* For each campaign that the staff work on, they are answerable to the manager of that campaign → who may / may not be the supervisor

Entity 1: Staff

- Staff ID (PK) → uniquely identifying
- Staff_first_name
- Staff_last_name
- Staff_type (whether he/she is a full time / casual)
- Staff_phone number
- Staff_office location?
- Staff_wage (full time staff)
- Staff_hourly_wage (part time staff) & casual.

Staff
casual
full
time
and each of
them may have
different
attributes

Entity 2 → ~~campaign~~ Campaign

- ~~campaign ID (FK)~~ → campaign ID (PK)
- ~~campaign~~ campaign_name.
- campaign_theme (it's said it's unique but it's not identifier) → so maybe this is a composite key?
- Managed by - staff_ID (has to be full time). → Foreign key
- Estimated cost
- ~~from~~ Estimated finished date
- Actual cost of the campaign? → We don't need all the ~~attributes~~ attributes
- completion date
-

Entity 3 Client

- Client_ID
- Client_name
- Client_Number (Phone number)
- Managed by staff_ID. (FK)

such information
is kept in a
record

Entity:

Entity 4 Advert

- Advert - ID
- Advert - Type (websites / newspapers / magazines / Tvs) < may include advert - name?

Entity 5 Booking

- Booking - ID
- Booking - Name.
- Booking - hours (number of hours that campaign has booked).
- Booking - cost?

Entity 6 Payment

- Payment - ID
- Payment issue date
- Payment - Status (is it paid / not ~~paid~~ paid).
- Date of the Payment has been paid