Schema Design for Marketing Development Tables

**Table1: Competitor**

|  |  |  |
| --- | --- | --- |
| **Name** | **Data Type** | **Allow Nulls?** |
| CompetitorCode | nvarchar(6) | NOT NULL |
| Name | varchar(30) | NOT NULL |
| Address | varchar(max) | NULL |
| Date\_Entered | varchar(10) | NULL |
| Strength\_of\_competition | varchar(8) | NULL |
| Comments | varchar(max) | NULL |

**Table2: TVAdvertisement**

|  |  |  |
| --- | --- | --- |
| **Name** | **Data Type** | **Allow Nulls?** |
| TV\_Station | nvarchar(15) | NOT NULL |
| City | nvarchar(25) | NOT NULL |
| CostPerAdvertisement | float | NOT NULL |
| TotalCostOfAllAdvertisements | float | NULL |
| NumberOfAdvertisements | varchar(4) | NULL |
| Date\_Of\_Advertisement\_1 | varchar(12) | NULL |
| Time\_Of\_Advertisement\_1 | int | NULL |
| Date\_Of\_Advertisement\_2 | varchar(12) | NULL |
| Time\_Of\_Advertisement\_2 | int | NULL |
| Date\_Of\_Advertisement\_3 | varchar(12) | NULL |
| Time\_Of\_Advertisement\_3 | int | NULL |
| Date\_Of\_Advertisement\_4 | varchar(12) | NULL |
| Time\_Of\_Advertisement\_4 | int | NULL |
| Date\_Of\_Advertisement\_5 | varchar(12) | NULL |
| Time\_Of\_Advertisement\_5 | int | NULL |

**Table3: Campaign\_Response**

|  |  |  |
| --- | --- | --- |
| **Name** | **Data Type** | **Allow Nulls?** |
| ResponseOccurredWhen | datetime | NOT NULL |
| RelevantProspect | int | NOT NULL |
| RespondedHow | varchar(8) (phone, email, fax, letter) | NOT NULL |
| ChargeFromReferrer | float | NOT NULL |
| RevenueFromResponse | float | NULL |
| ResponseProfit | float (revenue less charge) | NULL |