

Adwell is a small advertising agency. The following passage describes how Adwell runs advertising campaigns . Adwell deploys two types of staff in an advertising campaign. The technical staff are responsible for the design and implementation of the customer's requirements. The administrative staff is responsible for the management control of the campaign. They manage all exchanges between the technical staff and the customer through the administrative system. Staff are called employees. Adwell keeps a record of all of its employee's names and start date. Each employee has an employee number. For technical staff a note is made of their area of skill and their availability. For administrative staff a note is made of their qualifications.

When a customer commissions an advertising campaign Adwell's administrative staff record the campaign details. The customer provides company name, address, fax number, and a contact person.. The campaign has a title, a set of requirements, a start date, an end date, and a budget cost. The campaign is composed of several advertisements. Each advertisement has a title, a target date, estimated cost and an actual cost. Adwell deals with two types of advertisement. For a newspaper advertisement the newspaper, the placement date and the repeat dates are recorded; the Newspaper Company, which owns the newspaper, supplies this placement availability information. For a website advertisement. the website provider, the start date, and the end date are recorded.

A campaign begins life when a customer proposes it. Adwell's technical staff assess the proposed campaigns but if it looks unsatisfactory they advise against it and it becomes a discarded campaign . Usually the technical staff consider a campaign to be satisfactory and it becomes a recommended campaign. A recommended campaign may be subject to revision if the customer wants one or more changes and Adwell's technical staff approves these. The campaign becomes a commissioned campaign when the customer commissions it. When the first advertisements are produced by the technical staff the campaign becomes an underway campaign. Where it is underway the campaign can be stopped if the customer is unhappy about the response to it and it is marked as a stopped campaign. Otherwise a campaign becomes a completed campaign when the customer makes the final payment.