## ICS 3105 ASSIGNMENT Assignment

Read the narrative below to answer the questions that follow:

Kentt is an advertising company that deals with other companies that it calls clients. A record is kept of each client company, and each client company has one person who is the main contact person within that company. His or her name and contact details are kept in the client record. Similarly, Kentt nominates a member of staff – a director, an account manager or a member of the creative team – to be the contact for each client.

Clients have advertising campaigns, and a record is kept of every campaign. One member of Kentt’s staff, again either a director or account manager, manages each campaign. Other staff may work on a campaign, and Kentt operates a project-based management structure, which means that staff may be working on more than one project at time. For each project they work on, they are answerable to the manager of that project, who may or may not be their own line manager.

When a campaign starts, the manager responsible estimates the likely cost of the campaign, and agrees it with the client. A finish date may be set for a campaign at any time, and may be changed. When the campaign is completed, an actual completion data and the actual cost are recorded. When the client pays, the payment date is recorded. Each campaign includes one or more adverts. Adverts can be one of several types: newspaper advert, magazine advert, TV advert, radio advert, poster advert and leaflet.

Purchasing assistants are responsible for buying space in newspapers and magazines, space on advertising boards, and TV or radio air-time/ the actual cost of a campaign is calculated from a range of information, which includes: cost of staff time, cost of studio time and actors, cost of copyright material, and cost of space in newspapers, air-time and Kentt’s margin on services and products bought in.

1. Represent the above use cases using a use case diagram.

Client  
contact person  
staff/director  
account manager

Creative team

Campaign  
purchasing assistants

1. Draw a class diagram.