Schema Design for Marketing Development Tables

**Table1: Competitor**

|  |  |  |
| --- | --- | --- |
| **Name** | **Data Type** | **Allow Nulls?** |
| CompetitorCode | nvarchar(6) |  |
| Name | varchar(30) |  |
| Address | varchar(max) |  |
| Date\_Entered | varchar(10) |  |
| Strength\_of\_competition | varchar(8) |  |
| Comments | varchar(max) |  |

**Table2: TVAdvertisement**

|  |  |  |
| --- | --- | --- |
| **Name** | **Data Type** | **Allow Nulls?** |
| TV\_Station | nvarchar(15) |  |
| City | nvarchar(25) |  |
| CostPerAdvertisement | float |  |
| TotalCostOfAllAdvertisements | float |  |
| NumberOfAdvertisements | varchar(4) |  |
| Date\_Of\_Advertisement\_1 | varchar(12) |  |
| Time\_Of\_Advertisement\_1 | int |  |
| Date\_Of\_Advertisement\_2 | varchar(12) |  |
| Time\_Of\_Advertisement\_2 | int |  |
| Date\_Of\_Advertisement\_3 | varchar(12) |  |
| Time\_Of\_Advertisement\_3 | int |  |
| Date\_Of\_Advertisement\_4 | varchar(12) |  |
| Time\_Of\_Advertisement\_4 | int |  |
| Date\_Of\_Advertisement\_5 | varchar(12) |  |
| Time\_Of\_Advertisement\_5 | int |  |

**Table3: Campaign\_Response**

|  |  |  |
| --- | --- | --- |
| **Name** | **Data Type** | **Allow Nulls?** |
| ResponseOccurredWhen | datetime |  |
| RelevantProspect | int |  |
| RespondedHow | varchar(8) (phone, email, fax, letter) |  |
| ChargeFromReferrer | float |  |
| RevenueFromResponse | float |  |
| ResponseProfit | float (revenue less charge) |  |