

Deliverables:

Your project files should be submitted to Web-CAT by the due date and time specified. Note that there is also an optional Skeleton Code assignment which will indicate level of coverage your tests have achieved (there is no late penalty since the skeleton code assignment is ungraded for this project). The files you submit to skeleton code assignment may be incomplete in the sense that method bodies have at least a return statement if applicable or they may be essentially completed files. In order to avoid a late penalty for the project, you must submit your completed code files to Web-CAT no later than 11:59 PM on the due date for the completed code assignment. If you are unable to submit via Web-CAT, you should e-mail your project Java files in a zip file to your TA before the deadline. Test files are not required for this project. If submitted, you will be able to see your code coverage, but this will not be counted as part of your grade.

Files to submit to Web-CAT (test files are optional):

From Marketing Campaign – Part 1

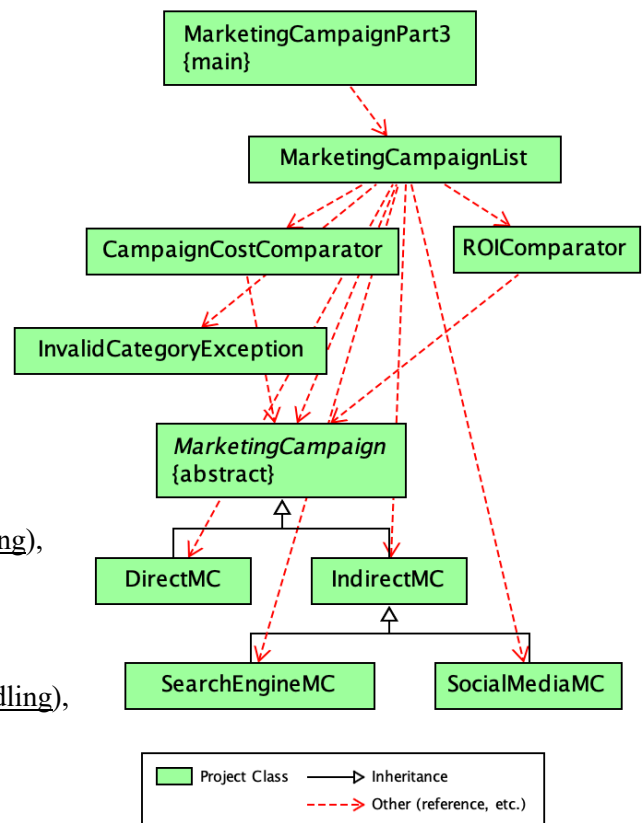
- MarketingCampaign.java
- DirectMC.java, *DirectMCTest.java*
- IndirectMC.java, *IndirectMCTest.java*
- SearchEngineMC.java, *SearchEngineMCTest.java*
- SocialMediaMC.java, *SocialMediaMCTest.java*

From in Marketing Campaign – Part 2

- CampaignCostComparator.java, *CampaignCostComparatorTest.java*
- ROIComparator.java, *ROIComparatorTest.java*
- MarketingCampaignList.java (add exception handling), *MarketingCampaignListTest.java*

New in Marketing Campaign – Part 3

- MarketingCampaignPart3.java (with exception handling), *MarketingCampaignPart3Test.java*
- InvalidCategoryException



Recommendations

You should create new folder for Part 3 and copy your relevant Part 2 source and optional test files to it. You should create a jGRASP project and add the new source and any new optional test files as they are created.

Specifications – **Use arrays in this project; ArrayLists are not allowed!**

Overview: Marketing Campaign – Part 3 is the third of a three-part software project that involves the cost and reporting for marketing campaigns. The completed class hierarchy is shown in the UML class diagram above. Part 3 of the project focuses on handling exceptions that are thrown as a result of erroneous input from the command line or the data file. In the MarketingCampaignPart3 class, the main

method, which reads in the file name as a command line argument, will need to handle a `FileNotFoundException` that may result from attempting to open the file (e.g., if the file does not exist). Also, the `readFile` method in `MarketingCampaignList` will need to handle exceptions that occur while processing the data file, including a new exception called `InvalidCategoryException`.

- **MarketingCampaign, DirectMC, IndirectMC, SearchEngineMC, SocialMediaMC, and CampaignCostComparator, ROIComparator**

Requirements and Design: There are no changes to these classes from Part 2.

- **MarketingCampaignList.java**

Requirements: The `MarketingCampaignList` class provides methods for reading in the data file and generating the reports. The `readFile` method should be redesigned to handle exceptions in the data. Reading a “good” line of data results in a new element being added to the `MarketingCampaign` array, and reading a “bad” line of data results in the line + an exception message being added to the `invalid records` String array. A new report method produces the Invalid Records Report.

Design: The `readFile` method from Part 2 should be redesigned to handle exceptions. The `MarketingCampaignList` class has fields, a constructor, and methods as outlined below.

(1) **Fields:** no change from Part 2.

(2) **Constructor:** no change from Part 2.

(3) **Methods:** The `readFile` method needs to be reworked and the `generateInvalidRecordsReport` method needs to be added. See Part 2 for the full description of other methods in this class.

- `readFile` has no return value, accepts the data file name as a String, and throws `FileNotFoundException`. If a `FileNotFoundException` occurs when attempting to open the data file, it should be ignored in this method so that it can be handled in the calling method (i.e., `main`). If a line from the file is processed successfully, a `MarketingCampaign` object of the appropriate category (subclass) is added to the `MarketingCampaign` array in the class. However, when an exception occurs as a result from erroneous data in a line read from the file, it should be caught and handled as follows. The line should be concatenated with a newline and the exception message and then the resulting String should be added to the `invalid records` String array in the class. The three exceptions that should be caught in this method are (1) `InvalidCategoryException` (described below), (2) `NumberFormatException`, and (3) `NoSuchElementException`. Note that the `InvalidCategoryException` must be explicitly thrown by your code if the category is not D, I, S, or M (*hint: the default case*). The `NumberFormatException` will be thrown automatically if the item scanned in the line from the file is not a double when `Double.parseDouble` expects it to be a double. The `NoSuchElementException` will be thrown automatically if the item scanned does not exist (i.e., data is missing). For examples, see the output below for the Invalid Records Report.

- `generateInvalidRecordsReport` processes the invalid records array to produce the Invalid Records Report and then returns the report as String. See the example result near the end of the output for `MarketingCampaignPart3` that begins on page 4 and ends on page 7.

Code and Test: See examples of exception handling in the text and the class notes. In the catch blocks for the `NumberFormatException` and `NoSuchElementException`, the invalid line should be concatenated with a newline and the exception message, and the resulting String should be added to the `invalidRecords` String array. Note that for the `NoSuchElementException`, `" : For missing input data"` will need to be concatenated to the end of the `toString` value of the `NoSuchElementException` to form the complete message.

Download `marketing_campaign_data_2_exceptions.csv` from the assignment page in Canvas to test your program. Your optional JUnit test methods should force the exceptions described above to be thrown and caught. Since the `readFile` method will propagate the `FileNotFoundException` if the file is not found when the Scanner is created to read the file, test method could catch this exception to check that it was thrown. Any other test method involving the `readFile` method must have the `throws FileNotFoundException` clause.

InvalidCategoryException.java

Requirements and Design: The `InvalidCategoryException` class defines a new subclass of the `Exception` class. The constructor accepts a String `categoryIn` representing the invalid category, then invokes the super constructor with the message:

`"For category: " + categoryIn`

See **examples** of creating user defined exceptions in text and class notes.

MarketingCampaignPart3.java

Requirements: The `MarketingCampaignPart3` class contains the main method for running the program. In addition to the specifications in Part 2, the main method should be modified as indicated below.

Design: The `MarketingCampaignPart3` class is the driver class and has a main method described below.

- `main` accepts a file name as a command line argument, then within a try block, creates a `MarketingCampaignList` object, and then invokes its methods to (1) read the file and process the wireless network records and (2) to generate and print the four reports as shown in the third run in example output beginning on page 4. If no command line argument is provided, the program should indicate this and end as shown in the first run in the example output on page 4. If an `FileNotFoundException` is thrown in the `readFile` method in the `MarketingCampaignList` class, it should be caught in the catch block of the try statement in `main`. The catch block should print a message (`"*** Attempted to read file: "` along with the exception's message). For example, if the user entered `"nofile.csv"` as the command line

argument and this file does not exist, then the Run I/O in jGRASP would look like the second run in the example output beginning on page 4). Note that since the main method is catching `FileNotFoundException`, it no longer needs the throws clause in its declaration.

Code and Test: See examples of exception handling in the text and the class notes. Download `marketing_campaign_data_2_exceptions.csv` from the assignment page in Canvas to test your program. One of your optional JUnit test methods should call your main method with no argument (i.e., an empty String array). Another should call your main method with an argument that is not a valid file name to ensure that your catch block is covered. Finally, a third should call your main method with an argument that is the file name above. See “Code and Test” for `MarketingCampaignPart2` in Part 2 to see how to invoke your main method.

Example Output

Three separate runs are shown below: (1) one with no command line argument, (2) one with an invalid file name as command line argument, and (3) one with valid file name as command line argument.

```
----jGRASP exec: java MarketingCampaignPart3
File name expected as command line argument.
Program ending.

----jGRASP: operation complete.

----jGRASP exec: java MarketingCampaignPart3 nofile.csv
*** Attempted to read file: nofile.csv (No such file or directory)

----jGRASP: operation complete.

----jGRASP exec: java MarketingCampaignPart3 marketing_campaign_data_2_exceptions.csv
-----
Marketing Campaign Report
-----

Web Ads 3 (class SocialMediaMC)
Revenue: $35,000.00   Campaign Cost: $27,000.00   ROI: 29.63%
  Base Cost: $3,000.00
  Ad Cost: $24,000.00 = $3.00 per ad * 8000 ads

Ad Mailing (class DirectMC)
Revenue: $10,000.00   Campaign Cost: $7,000.00   ROI: 42.86%
  Base Cost: $1,000.00
  Mail Cost: $6,000.00 = $3.00 per mail piece * 2000 mail pieces

Web Ads 4 (class IndirectMC)
Revenue: $5,000.00   Campaign Cost: $3,750.00   ROI: 33.33%
  Base Cost: $1,500.00
  Ad Cost: $2,250.00 = $2.25 per ad * 1000 ads
```

Web Ads 1 (class IndirectMC)
Revenue: \$15,000.00 Campaign Cost: \$8,500.00 ROI: 76.47%
Base Cost: \$1,500.00
Ad Cost: \$7,000.00 = \$2.00 per ad * 3500 ads

Web Ads 2 (class SearchEngineMC)
Revenue: \$27,500.00 Campaign Cost: \$14,500.00 ROI: 89.66%
Base Cost: \$2,000.00
Ad Cost: \$12,500.00 = \$2.50 per ad * 5000 ads

Marketing Campaign Report (by Name)

Ad Mailing (class DirectMC)
Revenue: \$10,000.00 Campaign Cost: \$7,000.00 ROI: 42.86%
Base Cost: \$1,000.00
Mail Cost: \$6,000.00 = \$3.00 per mail piece * 2000 mail pieces

Web Ads 1 (class IndirectMC)
Revenue: \$15,000.00 Campaign Cost: \$8,500.00 ROI: 76.47%
Base Cost: \$1,500.00
Ad Cost: \$7,000.00 = \$2.00 per ad * 3500 ads

Web Ads 2 (class SearchEngineMC)
Revenue: \$27,500.00 Campaign Cost: \$14,500.00 ROI: 89.66%
Base Cost: \$2,000.00
Ad Cost: \$12,500.00 = \$2.50 per ad * 5000 ads

Web Ads 3 (class SocialMediaMC)
Revenue: \$35,000.00 Campaign Cost: \$27,000.00 ROI: 29.63%
Base Cost: \$3,000.00
Ad Cost: \$24,000.00 = \$3.00 per ad * 8000 ads

Web Ads 4 (class IndirectMC)
Revenue: \$5,000.00 Campaign Cost: \$3,750.00 ROI: 33.33%
Base Cost: \$1,500.00
Ad Cost: \$2,250.00 = \$2.25 per ad * 1000 ads

Marketing Campaign Report (by Lowest Campaign Cost)

Web Ads 4 (class IndirectMC)
Revenue: \$5,000.00 Campaign Cost: \$3,750.00 ROI: 33.33%
Base Cost: \$1,500.00
Ad Cost: \$2,250.00 = \$2.25 per ad * 1000 ads

Ad Mailing (class DirectMC)
Revenue: \$10,000.00 Campaign Cost: \$7,000.00 ROI: 42.86%
Base Cost: \$1,000.00
Mail Cost: \$6,000.00 = \$3.00 per mail piece * 2000 mail pieces

```
Web Ads 1 (class IndirectMC)
Revenue: $15,000.00   Campaign Cost: $8,500.00   ROI: 76.47%
Base Cost: $1,500.00
Ad Cost: $7,000.00 = $2.00 per ad * 3500 ads

Web Ads 2 (class SearchEngineMC)
Revenue: $27,500.00   Campaign Cost: $14,500.00   ROI: 89.66%
Base Cost: $2,000.00
Ad Cost: $12,500.00 = $2.50 per ad * 5000 ads

Web Ads 3 (class SocialMediaMC)
Revenue: $35,000.00   Campaign Cost: $27,000.00   ROI: 29.63%
Base Cost: $3,000.00
Ad Cost: $24,000.00 = $3.00 per ad * 8000 ads

-----
Marketing Campaign Report (by Highest ROI)
-----

Web Ads 2 (class SearchEngineMC)
Revenue: $27,500.00   Campaign Cost: $14,500.00   ROI: 89.66%
Base Cost: $2,000.00
Ad Cost: $12,500.00 = $2.50 per ad * 5000 ads

Web Ads 1 (class IndirectMC)
Revenue: $15,000.00   Campaign Cost: $8,500.00   ROI: 76.47%
Base Cost: $1,500.00
Ad Cost: $7,000.00 = $2.00 per ad * 3500 ads

Ad Mailing (class DirectMC)
Revenue: $10,000.00   Campaign Cost: $7,000.00   ROI: 42.86%
Base Cost: $1,000.00
Mail Cost: $6,000.00 = $3.00 per mail piece * 2000 mail pieces

Web Ads 4 (class IndirectMC)
Revenue: $5,000.00   Campaign Cost: $3,750.00   ROI: 33.33%
Base Cost: $1,500.00
Ad Cost: $2,250.00 = $2.25 per ad * 1000 ads

Web Ads 3 (class SocialMediaMC)
Revenue: $35,000.00   Campaign Cost: $27,000.00   ROI: 29.63%
Base Cost: $3,000.00
Ad Cost: $24,000.00 = $3.00 per ad * 8000 ads

-----
Invalid Records Report
-----

D,Ad Mailing,1000.00,3.00,2000.0
java.lang.NumberFormatException: For input string: "2000.0"

Z,Web Ads X,30500.0,2.75,6500
InvalidCategoryException: For category: Z
```

```
I,Web Ads 4,500).0,2.25,1000
java.lang.NumberFormatException: For input string: "500).0"

I,Web Ads 1,15000.0,2.0
java.util.NoSuchElementException: For missing input data

----jGRASP: operation complete.
```

Notes

1. This project assumes that you are reading each double value as a String using `next()` and then parsing it into a double with `Double.parseDouble(...)` as shown in the following example.

```
... Double.parseDouble(myInput.next());
```

This form of input will throw a [java.lang.NumberFormatException](#) if the value is not a double.

If you are reading in each double value as a double using `nextDouble()`, for example

```
... myInput.nextDouble();
```

then a [java.util.InputMismatchException](#) will be thrown if the value read in is not a double.

For this assignment, you should change your input to use `Double.parseDouble(...)` rather than `nextDouble()`, since Web-CAT is looking for [NumberFormatException](#) rather than [java.util.InputMismatchException](#).

2. If you are using the JUnit `Assert.assertArrayEquals` method to check two `MarketingCampaign` arrays for equality, then the `equals` and `hashCode` methods must be implemented in your `MarketingCampaign` class; that is, `Assert.assertArrayEquals` calls `equals(Object obj)` on each object in the array, so `MarketingCampaign` must have an `equals` method that overrides the one inherited from the `Object` class. If the `MarketingCampaign` class does not override `equals(Object obj)`, then the JUnit `Assert.assertArrayEquals` method will use the inherited `equals(Object obj)` method which means two `MarketingCampaign` arrays will be equal only if they are the same object (i.e., aliases).

Below is a simplified `equals` method and `hashCode` method you are free to use.

```
public boolean equals(Object obj) {
    if (!(obj instanceof MarketingCampaign)) {
        return false;
    }
    else {
        MarketingCampaign c = (MarketingCampaign) obj;
        return (name.equalsIgnoreCase(c.getName()));
    }
}

public int hashCode() {
    return 0;
}
```