**FUNCTIONAL REQUIREMENTS**

1. **User Roles and Permissions:**
   * Define roles: University Marketing Manager, Marketing Coordinator, Student, Administrator, Guest.
   * Specify permissions for each role based on the requirements.
2. **User Registration and Authentication:**
   * Users must be able to register and create accounts.
   * Authentication mechanisms to ensure secure access.
3. **Submission Process:**
   * Students should be able to submit articles as Word documents and upload high-quality images.
   * Terms and Conditions agreement before submission.
   * Disable new contributions after a closure date, but allow updates until final closure.
   * Notification email to Faculty Marketing Coordinator upon submission.
4. **Faculty Marketing Coordinator's Functions:**
   * Access restricted to contributions from their Faculty.
   * Ability to comment on submissions within 14 days.
   * Interact with students to edit and select contributions for publication.
5. **University Marketing Manager's Functions:**
   * View all selected contributions.
   * Download selected contributions in a ZIP file after final closure date.
   * No editing privileges.
6. **Administrator Functions:**
   * Maintain system data such as closure dates for each academic year.
7. **Guest Account Access:**
   * Provide guest accounts for each Faculty to view selected reports.
8. **Statistical Analysis:**
   * Generate statistical reports (e.g., number of contributions per Faculty).
9. **Cross-Device Interface:**
   * Ensure the interface is responsive and suitable for all devices (mobile phones, tablets, desktops).
10. **Security Measures:**
    * Implement security measures to protect user data and prevent unauthorized access.
11. **Data Management:**
    * Properly manage and store user submissions, comments, and system data.
12. **Notification System:**
    * Implement a notification system to alert users about submission status updates, closure dates, etc.
13. **Data Export:**
    * Provide functionality to export data in various formats, such as CSV for statistical analysis and ZIP for selected contributions.
14. **Logging and Auditing:**
    * Keep logs of user actions for auditing purposes.
15. **Backup and Recovery:**
    * Implement regular backups and a recovery plan to ensure data integrity and availability.
16. **Scalability:**
    * Design the system to handle a potentially large number of users and submissions.

These function requirements outline the necessary features and capabilities of the system based on the provided criteria.

**NON-FUNCTIONALS REQUIREMENTS**

1. **Performance:**
   * The system should be responsive and able to handle multiple concurrent users without significant slowdowns.
   * Response time for common tasks (e.g., submission, viewing reports) should be within acceptable limits.
2. **Scalability:**
   * The system should be able to scale to accommodate an increasing number of users and submissions over time.
   * Scalability should be achieved through efficient resource utilization and architecture design.
3. **Reliability:**
   * The system should be highly reliable, with minimal downtime and service interruptions.
   * It should be able to recover gracefully from failures and errors.
4. **Security:**
   * Implement strong authentication and authorization mechanisms to protect user data and system functionality.
   * Encrypt sensitive data (e.g., user credentials, submissions) both in transit and at rest.
   * Regularly update and patch system components to address security vulnerabilities.
5. **Accessibility:**
   * Ensure the system is accessible to users with disabilities, following accessibility standards such as WCAG (Web Content Accessibility Guidelines).
   * Provide alternative means of access for users who may have limitations (e.g., screen readers for visually impaired users).
6. **Usability:**
   * Design an intuitive and user-friendly interface that is easy to navigate and understand.
   * Provide clear instructions and feedback to users throughout the submission and selection process.
   * Conduct usability testing with representative users to identify and address any usability issues.
7. **Compatibility:**
   * Ensure compatibility with a wide range of web browsers and devices, including mobile phones, tablets, and desktops.
   * Support multiple operating systems (e.g., Windows, macOS, Linux) and screen sizes/resolutions.
8. **Maintainability:**
   * Write clean, well-structured code with appropriate documentation to facilitate maintenance and future enhancements.
   * Follow coding best practices and design patterns to promote code reusability and modularity.
9. **Performance Monitoring and Optimization:**
   * Implement monitoring tools to track system performance metrics (e.g., response time, server load) and identify areas for optimization.
   * Continuously optimize system components (e.g., database queries, server configurations) to improve performance and resource utilization.
10. **Data Privacy:**
    * Ensure compliance with relevant data privacy regulations (e.g., GDPR, CCPA) by implementing appropriate data protection measures.
    * Obtain explicit consent from users for the collection and processing of their personal data.
11. **Data Integrity:**
    * Implement mechanisms to ensure the integrity and consistency of user-submitted data, such as input validation and error handling.
    * Use secure encryption algorithms for data transmission and storage to prevent unauthorized tampering or modification.
12. **Backup and Disaster Recovery:**
    * Regularly backup system data and implement a disaster recovery plan to minimize data loss in the event of hardware failures, natural disasters, or other catastrophic events.
13. **Interoperability:**
    * Ensure interoperability with other systems and services that may be used within the university environment (e.g., student information systems, email servers).
    * Use standard data exchange formats and protocols to facilitate integration with third-party applications and APIs.
14. **Regulatory Compliance:**
    * Ensure compliance with relevant regulations and standards applicable to the university environment, such as educational data privacy laws and industry best practices.