Logical Data Model MARKETING BUD GEOGI MARKETING GROUP PARTY CE (JTF) ibject o PE ORGAN PARTY ORGANIZATION DUAL RE SALES REPRESENTATIVE RESOURCE SUPPLIER CONTACT RESOURCE Include presentor for CRM PERSON RESOURCE PARTY RESOURCE has\_ PARTY CONTACT METHOD CUSTOMER MARKETING CAMPAIGN GEOGRAPHIC ARI MARKETING COST REVENUE ALLOCATION METRIC METRIC TY SITE RESOURCE GROUP PARTY CONTACT CRM RES PARTY SITE CONTACT POINT RESPONSE MARKET provided by may have used by TIME SPREAD CUSTOMER ORGANIZATION CONTACT ROLE LOCATION MARKETING TRIGGER SALES LEAD CONTACT PRODUCT SPREAD has • in anniound MARKETIN MKTG CAMPAIGN DELIVERABLE MKTC MATERIAL eferenced b ccessibility MARKETING AUDIENCE TARGET LIST ENTRY PROMOTI MARKETING TARGET LIST USAGE MARKET SEGMENT CAMPAIGN EVENT OFFER DELIVERABLE have EVENT HEADER DELIVERABLE CREATED reci CAMPAIGN PROMOTIONAL OFFER SALES LEAD ETING ACTIV DELIVERABLE MARKETING MESSAGE USA have CAMPAIGN TARGET LIST DELIVERABLE MARKETING CAMPAIG is funded by Trefer to EVENT INVITE CAMPAIGN ATTACHMENT EVENT HEADE CATEGORY DELIVERABLE KIT ITEM SALES LEAD ATTRIBUTE provides ac provides ac EVENT OFFER ATTACHMENT ha \_[] CAMPAIGN SCHEDUL redby MARKETING EVEN ay have elenence ogister ..... AUDIENCE LIST SOURCE TYPE USAGE SALES LEAD SELECTION CRITERIA EVENT SCHEDULE CATEGORY AUDIENCE TARGET SELECTION CRITERIA L\_\_\_\_\_ EMKT POSTING PLACEMENT PAGE SALES LEAD ATTRIBUTE VALUE MARK MARKETIN EVENT LOCATION VENUE MANUAL POS NEW MARKETING CAMPAIGN ITEM CUSTOM POSTING STRATEGY EXISTING MARKETING CAMPAIGN ITEM ORACLE PERSONALIZATION SALES LEAD PROCESS RULE EMKT POSTIN PLACEMENT EMKT POSTING PLACEMENT PAGE PARAMETER MARKE DIRECT MARKETING WEB PROMOT BROADCAST TRADE PROMOTION INTERNAL ORG DEALS ACTIVITY EVENT CUSTOMER INTEREST CO MARKETING P RULE GROUP EMKT POSTING PLACEMENT STYLESHEET EMKT POSTING PLACEMENT PARAMETER CAMPAIGN PROMOTION PRODUCT AL OFFER DELIVER OPERATING UNIT PRIMARY INTEREST CODE UNIVERSAL POSTING RULE GROUP MARKETING EVENT NOTE LEGAL ENTITY SECONDAR' INTEREST CODE RULE BASED POSTING RULE GROUP CAMPAIGN CAMPAIGN SCHEDULE OUTBOUND SCRIPT EMKT POSTING RULE STRATEGY PARAMETER EMKT POSTING PLACEMENT SITE HR EVENT NOTE CAMPAIGN INBOUND SCRIPT EMKT POSTING RULE STRATEGY FILTER MARKE MARKETING PO ER Diagram Legend

## Oracle Marketing - Release 11i.9



Red entities – owned by application product shown in diagram title Green entities – owned by other application products Relationship line colors serve as a visual aid in reading the diagram

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