**Video Assignment: Week 5**

**1st Year Advertising and Marketing Communications**

**Value: 15%**

**Assignment Details:**

You are to use your knowledge of **PUBS in Dublin** (or anywhere) to explain the concept of Market Segmentation. (**See Note 2 below)**

Each student is required to do the following:

1. Each student is required to make a short video. (3 min max). You will choose 2 different pubs and explain what market segment(s) those pubs are catering for. The video must show the **outside** of the each pub. The video must show the student explaining what market segmentation is, and which market segment(s) each pub caters towards. The two pubs chosen must cater towards a different segment of the market.
2. You will submit this video to Moodle before class Week 7, October 29th.

**Notes:**

1. You can use any device you like. Mobile phone is as good as anything.
2. If you avoid pubs in your life, for whatever reason, then substitute Cafes/Restaurants instead of Pubs
3. You do **not** have to video yourself in, or outside the pub, but the pubs must be in the video..
4. The student **MUST** appear in the video.
5. You can be as CREATIVE as you like.
6. Only the outside of the pub must be shown, Try to avoid filming customers and/or staff

**Marking:**

* 35% of the marks will be awarded for fulling the criteria set out above. IE you submit a video, featuring yourself and two pubs.
* 45% of the marks will be for your grasp and explanation of the concept of market segmentation and how it applies to the two pubs you have chosen.
* 20% of the marks for style and creativity put into your video.