

Business School

---

# RESIDENTIAL PROJECT

2022 FEBRUARY-APRIL | DUBAI | UAE

---

Professor Evangelos Moustakas



# AIMS AND OBJECTIVES

The residential project aims to provide students with a practical and applied perspective of the marketing discipline. It also gives them the opportunity to get advice regarding the development of their piece of coursework, namely, writing a 'practical (actionable) report' that they need to submit as part of the course assessment. A residential session is allocated to discussing this piece of assessment and replying to any questions they may have. To benefit from this session, students need to think about a) the organisation Hilton Garden Inn Dubai Mall Of The Emirates upon which their work will be based, b) the structure of their report, c) the information required to complete a good piece of work, and d) if the client were to receive a copy of the report could they implement their recommendations?

The Residential week combines workshops from managers at Google, Facebook and Twitter and allows students to work in syndicate groups to discuss, disseminate and present their strategic thinking based upon the information provided throughout the week. Importantly, the Residential provides an opportunity for students to interact socially and informally with fellow students and members of marketing faculty.



# CLIENT QUESTIONS

The following is a list of questions that the client was interested in researching.

1. Investigate innovative trends in Hospitality Management globally with extra focus on Hotels in the Middle East with extra emphasis in the UAE market.
2. Develop a detailed booking marketing funnel and examine areas for improvement that could lead to better conversions.
3. Assess the current digital and social media presence of Hilton Garden Inn Dubai Mall Of The Emirates providing a comprehensive evaluation using social listening and analytical tools in comparison with 3 other direct competitors. Moreover, identify problematic areas in the social media engagement for Hilton Garden Inn Dubai Mall Of The Emirates and provide recommendations.
4. Tackle how Hilton Garden Inn Dubai Mall Of The Emirates could attract a specific demographic back to their digital platforms and booking channels e.g. customers from Saudi Arabia and Israel in UAE.
5. Develop a content strategy for Hilton Garden Inn Dubai Mall Of The Emirates to enhance brand awareness, improve sales and improve customer engagement.
6. Develop an omni-channel experience strategy for Hilton Garden Inn Dubai Mall Of The Emirates and identify ways to increase visibility and brand engagement within UAE with a view to increasing all types of services.
7. Identify and analyse innovative technologies which could be used for improving consumer interaction and engagement. The same technologies would intent to improve the communication (quicker, easier), the value and the benefits of being a customer at Hilton Garden Inn Dubai Mall Of The Emirates.
8. Develop a complete marketing plan by ensuring that booking numbers will increase through targeted campaigns. Provide a quarter marketing campaign plan which includes ROI and measurement.





# CREDITS

Hilton Garden Inn Mall Of the Emirates

**Nadia Nassar** – General Manager

**Mariam Stamboltsyan** – Marketing Manager

**Anas Ali Diab** | Twitter

**Eleni Kitra** | Facebook

**Alex Brunori** | Google

Moderated by

**Dr Vijay Pujari**

**Matt Brown**

