



Experiential Learning Case of Emirati Female Students in Dubai



Dr. Ian Michael
Professor – Marketing
College of Business
Zayed University, Dubai Campus



Presentation Outline

- Experiential Learning – ZU & The Organizations
- Sample Assignments – Brand Management & Integrated Marketing Communication {IMC}
- Literature, Models/Concepts & Methods
- Initial Findings
- Organization and Student Feedback on Experiential Learning



Setting the Scene



- ZU unlike Western University students previously never/ rarely got opportunities to work
- Hence *Experiential Teaching and Learning* to create an engaging environment and motivation
- “Bring Industry to the Classroom” and “Take the Classroom to Industry”
- Ten years + Brand Management, Innovation Management & Integrated Marketing Communication (IMC)
- Major class assignment projects {examples later}
- Garnier, Lancôme, L’Oréal, Warner Brothers, Abu Dhabi, Ministry of Finance UAE, Procter & Gamble, MBLM, Emirates, Emirates Down Syndrome Association

MBLM

P&G



L'ORÉAL

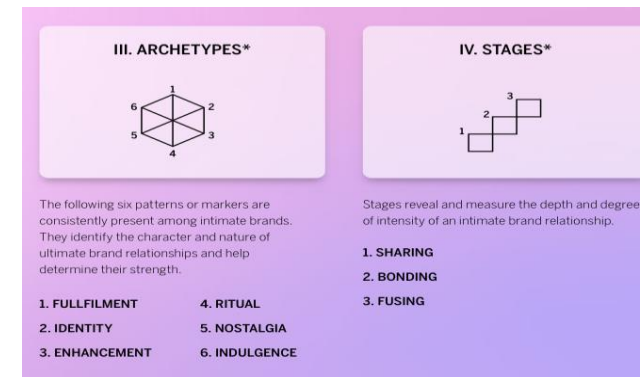
Emirates



Harry Potter

Experiential Learning Assignments

- Playing the role of brand managers at MBLM for their client Emirates Airlines
- Your team is required to conduct a brand assessment of EK
- Develop a plan & ideation of a campaign using the elements of Brand Intimacy {MBLM}model as a framework.
- Develop an IMC plan for the launch of Warner Bros. World Abu Dhabi
- Cover all marketing requirements at three, six, and nine months, as well as for the launch



EL Literature & Methods

- ❖ With progressive education, respect for the knowledge of living experience is inserted into the larger horizon against which it is generated ... Respect for popular knowledge, then, necessarily implies respect for cultural context {**Paulo Freire, 2007**}
- ❖ Process of learning from experience {Dewey, 1915}
- ❖ Creating situations with the necessary conditions to apply concepts, ideas, and theories to interactive, real-world settings {Kolb, 1984}

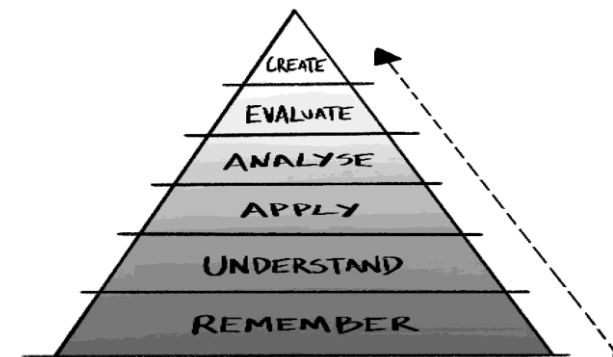
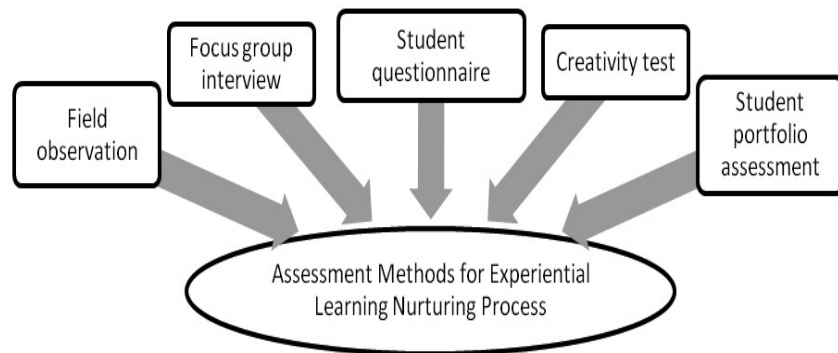


Figure 2. Bloom's taxonomy (Krathwohl, 2002).

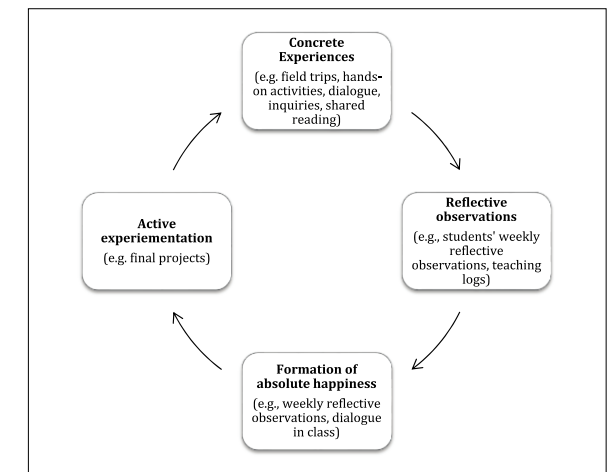
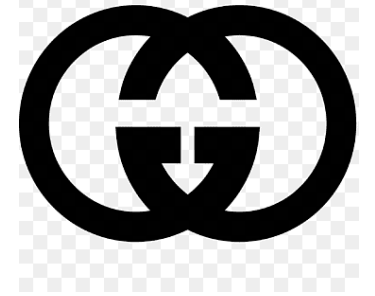


Figure 1. An overview of the course design based on Kolb's model.



Initial Findings



- Helped me after graduating, when I wanted to do my interview
- Gave me a better position than the other candidates
- The nice thing that we chose something that we are interested about - Gucci
- My friends and my family, they were really interested in the project
- Not rely on what you learned, and textbooks
- Explored new things & new concepts
- Emerging and kind of new to the market.





Initial Findings

- I told her about MBLM....this really, like changed the way that I view things
- Yeah, my family were also like, very interested, they were all engaged in the project,
- It was very engaging and fun with the family
- Students do not know that this thing really helps them in their work field.
- And when I talked to my friend when they were doing their CVs, and I said put it in your CV
- It's a new concept.



Procter & Gamble Gulf FZE
P.O. Box 33060, Jabel Ali
Dubai, United Arab Emirates
Phone +971 4 806 44 44
Fax +971 4 806 44 00



بروكتير آند كامبل الخليج م م ح
ص.ب. ٣٣٠٦٠ جبل علي
دبي . الامارات العربية المتحدة
تليفون +٩٧١٤٨٠٦٤٤٤٤
فاكس +٩٧١٤٨٠٦٤٤٠٠

4th January 2018

To whom this may concern,

During the course of last year we engaged twice with Associate Professor Ian Michael and his Integrated Marketing Communication class. We worked with him and his students to develop practical research projects that would aid our understanding of how his students communicate through practical insights, whilst also helping the students understand how we market our brands.

The outcome of the projects was particularly useful to our marketing function and how they engage with UAE nationals. I also believe that it was insightful to the students, in aiding their understanding of how a B2C multinational works in the FMCG field. They got to see how we brand build, and how this can be applied to their understanding of other related issues.

I hope we have the chance to further collaborate with Associate Professor Ian Michael and his Integrated Marketing Communication class.

MBLM

Dear Ian Michael,

This is a certificate to acknowledge the first Brand Intimacy Assignment held at Zayed University.

We thank you for your collaboration and effort.

Being a new paradigm, we are excited to see how collaborations like these will help to develop and strengthen the concept into the future. It is great to have you on board with us.

Dear Dr. Ian Michael
Associate Professor - College of Business
Zayed University

Best greetings, the pleasure is all ours!

I have gone through the projects conducted by Zayed University students and they look outstanding. We are delighted to welcome you onboard as part of the WDSC Dubai 2020 Technical Secretariat Committee. You may expect an invitation to the next committee meeting shortly.

With best regards,



Building Bridges Between the Classroom and Industry

Lancôme Learns from ZU's Brand Management Students

The Brand Management students worked in Fall 2021 with the Lancôme brand, an industry project for their major assignment.

LANCÔME

The aims and objectives of the assignment were set by senior marketing managers of Lancôme. The senior management team of Lancôme that worked on creating the assignment for the students included Ms. Jihane Bachir, General Manager Lancôme GCC, Lara Kharrat, Product Manager Product Manager Lancôme Makeup at L'Oréal, Ms. Sahar Abdallah and Mr. Abdel Rahman El Naamani.

The project focused on three key areas in brand management: the influence of brand ambassadors, the role of touch points in branding and role of ingredients/juices of two product Lancôme products Idôle and La Vie est Belle. The students worked in groups, they used theoretic I models e.g., TEARS (Trustworthiness, Expertise, Attractiveness, Respect, and Similarity), in their research to analyze the impact of Zendaya and Julia Roberts on Idôle and La Vie est Belle. They formed groups and visited various stores/malls in Dubai where the Lancôme brand is sold, such as Bloomingdales, Mall of Emirates, Mirdif City Center, Dubai Mall and others. They also included other non-physical touch points like online stores, delivery systems that the brand used. Finally, they investigated the ingredients/juices of both brands and preferences of consumers. The project included a written report submission and an online zoom presentation to the senior management team (listed above), Mr. Elie Kanaan, Talent Acquisition Specialist and Ms. Zeinab Hussein, Talent Acquisition Coordinator also attended the presentations.

It Takes Two to Tango

University – Industry Collaborations

Lawton-Smith, 2007, states that interactions between universities and industry are often referred to as “third stream” or “third mission”. This term emphasizes the role of universities as promoters of economic development, besides their two traditional missions of teaching and research. Dr. Ian Michael entered academia in 1999 after working in the industry from 1979. His practical industry experience enabled him to create industry networks, where guest speakers are invited to connect practice to theory e.g. Tourism Victoria, Interbrand FHA, Warrook Farm & Historic Homestead while at Victoria University, Australia. Moesby, 2004, suggests that facts and theories lectured in a classroom setting are dry and one-dimensional, they will not take “seed” unless they are put into context, brought to life and practiced.

During his teaching journey at Zayed University, Dr. Ian has continued the “tango” between University and Industry. It “Takes Two to Tango” was a research paper that he presented in 2015 at the Innovation Arabia 8 Annual Conference held in Dubai, demonstrating the importance of

university-industry collaboration. In his 22 years of experience as an academic, Dr. Ian continues to see the immense benefits that students gain listening, learning and working on assignments with industry. As one student aptly put it in her own words to Dr. Ian, “I appreciate you giving me the chance to present to market experts and explore further into my specialization and connect us to experts in that field to enrich our knowledge and background”. Another states, “After graduating, I got a job easily at Etisalat, and I had to go through several interviews, and I managed to pass through them smoothly with the amount of knowledge and experience I showed to the judging panel”.

The industry partners are in admiration seeing the quality of work produced and presented to them by students on assigned projects they are given. In her own words an industry professional from L’Oreal said “I was super happy to work with the Innovation Management students on the NYX Professional Makeup case study. The students were very engaged, curious and it was a huge pleasure to work together throughout the





The Journey Continues...

- I hope this email finds you well.... I am a ZU alumni that is currently employed in
- I took the course integrated marketing with you last year
- You seemed very passionate about working with the private sector to provide opportunities for ZU students
- I have purposed an idea to both HR and the regional CEO on hostingfor ZU students, they both seemed very interested in the idea
- Kindly contact me to talk more about it... as I want to write a finalized proposal on the idea and send it to HR
- I also want your opinion on what else we could do to help students in ZU



QUESTIONS

ANSWERS