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ASSIGNMENT TITLE: **MARRIOTT INTERNATIONAL- MARRIOT'S RESPONSE TO
THE COVID CRISIS**

MODULE NAME: MARKETING MANAGEMENT

MODULE CODE: LCMB7001

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Executive summary

In this assignment we try to provide a critical evaluation of the effectiveness of marketing strategies that are implemented by Marriott international an American global business. Here we also try to study the theories and strategies used by them especially during the covid crisis. We have already a case study, based on that we are able to provide a managerial implication on the identified marketing strategies. These implications are in accordance with some marketing theories and practices. Finally, we are trying to suggest some points as recommendations which help Marriott to improve their practices in the post pandemic era.

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MARRIOTT INTERNATIONAL

Introduction

Marriott International, Inc. is an American global business that runs hotels and timeshares as well as franchises. Its main office is in Bethesda, Maryland. J. Willard Marriott and his spouse Alice Marriott has started the invention. This company was formed in 1993 as a outcome of the partition of Marriott Corporation into two entities: Host Marriott Corporation (now Host Hotels & Resorts), which owns hotels, and Marriott International, Inc., which franchises and administers facilities.

Marriott has become a biggest company in the sector thanks to its recent consolidations and acquisitions. It has been capable to fill practically each market niche by adopting a broad diversification approach with its 30-brand portfolio and to preserve its competitive edge thanks to its dependable service to customers, recognition of brands, and client loyalty through its Marriott Bonvoy programme.

Impact of COVID-19's exceptional disturbance on both short-term and long-term consumer behaviour. The effects of this interruption on marketing tactics and strategies are then elaborated upon.

What business strategy does Marriott use?

The strategy of differentiation is used by Marriott International to provide goods and services that specifically meet the needs of clients. The Marriott has established a name for itself as a leader in innovation and high-quality hotel by offering a variety of accommodations, from budget-friendly to upscale.

Big data, the cloud, and intelligent robotics are just a few of the cutting-edge technology that Marriott is utilising to boost efficiency in operations along with enhance client experiences.

Marketing Strategy of Marriott Hotels

On a global or national scale, Marriott Hotels engage in a variety of marketing activities, such as publicity, advertising, positioning, etc. In accordance with their character and need, consumers are managed in the hotel business using versatile strategies. They frequently adjust their tactics and guidelines in response to rivalry and

changes in client desires and requirements. Marriott Hotels are distinctive in that they offer distinctive and tailored facilities to draw clients and gain a competitive advantage over rivals. (Agarwal, 2003).

Modern technology is used by Marriott Hotels and is applied throughout the Marriott organisation. These tools aid in the updating of all marketing plans for the different market segments. The hotel's administration is carried out using the most up-to-date technical tools, which enable the establishment to produce a useful customised elements that will be provided in a variety of tongues. (Dief, & Font, 2010).

The Hotels is always focusing on the numerous web-based platforms for the distinctive branding, promotion, as well as posture of the business The Marriott Group uses a variety of other applications for brand work. Additionally, they have enhanced professional team communication, global locations, and ways for sharing data. It will enable Marriott Hotels' marketing department to alter the brand in accordance with consumer and market demand.

- **Market Division, Focusing, and Brand Positioning Strategies of Marriott Hotels**

Marriott hotels have two types of clients: prospective clients and present clients. clients who currently use the Marriott hotel's services as well as those who might in the future use such amenities are considered present clients.

Its rates are designed to boost sales of the goods and services the business produces. The aim of their business is to deliver what is needed to the appropriate clients at the proper moment in time. Additionally, there are only some fundamentals and regulations that govern how items and offerings are priced.

- **Marketing Mix And 4 P's**

The hotel's pricing policies are designed to boost sales of the goods and services the business produces. Their goal is to sell what is needed to the appropriate clients at the right moment in time. In relation to the Marriott hotel administration and its linked assets, there are also a few fundamentals and regulations that govern how products and amenities are priced. The benchmarking and standard price positioning as well as

the single image inventory, a substantial number of customer discounts, and regular monitoring of the performance of clients are the rules for pricing.

Strategic evolution

- **Corporate level strategy**

As a result, Marriott's executives will seek to build not only solid rivals in their sector but also to be the best among others having numerous benefits. This will allow added value to the shareholders' investment and deliver substantial resources to both sides. To ensure earnings increase revenue and rivalry variables.

- **Business level strategy**

Minimal expense, optimal expense, and distinctiveness are prioritised at the company levels. Being capable to challenge their competitors in a stronger differentiating and negotiating pattern could allow businesses that combined using distinction to obtain superior assistance at the lowest cost, leading to reduced running expenses and greater profit.

- **Functional level strategy**

A crucial component of an aggressive competitive edge, Marriott has concentrated on precise and effective coordination on its salaries and businesses as a means to safeguard the Company's operating plan. Additionally, by emphasising the adoption of cutting-edge technologies and scientific instruments to enhance the client experience,

Marketing Strategy of Marriott analyses the brand with the **marketing mix framework** which covers the 4Ps (Product, Price, Place, Promotion).

- **Marriott Product Strategy:**

The primary offering of Marriott is comprised on its approach to marketing. It simply divides what it offers within three broad groups: its core, genuine, and expanded that cover a range of facilities like lodging, holiday homes, as well as cuisine administration, and accommodations, among others. The primary offering of each of those generates the most money.

Hotels are additionally split into many brands, including The Ritz-Carlton, St. Regis, Gaylord hotels, Courtyard hotels, Fourpoints, Spring Hill Suites, etc. Every brand has a distinctive look and focus that sets it apart from the competition. They enhanced their services through greater hygiene, social distance, and purification as a result of the global epidemic in 2020.

- **Marriott Price/Pricing Strategy:**

Marriott bases the charges of its lodgings on the quality framework, and its pricing philosophy is adhered to in an arrangement that enables It to earn the greatest revenue without jeopardising the credibility of its name. The expense of advertising and maintenance as well as client demand and supply both have an impact on hotel pricing. As per a marketing plan, Marriott's rates fluctuate in response to changes in the environment and the actions of rival businesses.

- **Marriott Place & Distribution Strategy:**

Marriott has a presence in more than 100 nations throughout the globe, and its accommodations can be found all around the city, including close to highways, airports, and key markets, among other locations. Being regional gives Marriott an advantage to draw consumers. For instance, company visitors would choose rooms nearby airports, whereas vacationers will prefer hotels near motorways and visitors will choose hotels in cities near markets since they are more convenient. Additionally, Marriott has implemented a hybrid channel approach that includes both primary and supplementary channels. As a result, maintenance of stocks of every facility is completed much faster with less money.

Marriott Promotion & Advertising Strategy:

Online advertising services is only concern. As an international business, they formed a website that straightforwardly visualise all of their offerings and helps customers accessible book in advance hotel accommodations. That accepts plenty of marketing, movies, and initiatives on various online platforms to sell itself. The business's "Marriott Bonvoy customer loyalty programme" rewards devoted visitors with extra privileges.

Competitive analysis of strategies and resource distribution during covid 19

Over the next few weeks, visitors to Marriott's hotels will notice a number of changes to the company's routine that are intended to raise the bar for hygiene even more.

- **Open areas and outdoors**

The corporation has boosted the routine of cleansing in walkways and added to its already strict hygiene standards by mandating that areas be disinfected using hospital-grade cleaners. Marriott has expanded on its meticulous cleaning practises in the hotel rooms by mandating that all objects be meticulously cleansed with hospital-grade disinfecting agents.

The hotel's areas can optionally be sanitised using electrostatic sprayers as part of the novel, better sanitation techniques. applying virus-fighting air purification devices for materials and the surroundings.



- **Guest Contact**

Marriott will use information where necessary to inform visitors of revised practises that correspond with public health guidelines and regional standards, reducing the risk of Covid-19 transmission through interaction between people.

- **Food Safety**



Managers and those who work with food at Marriott acquires classes on hygienic food-making and serving procedures. Following its food security standards as a reference, the company's food and beverage businesses are expected to undertake self-inspections, and compliance is verified by outside inspections. Additionally, Marriott is trying to improving its allied education films and hygienic policies. Furthermore, the business is developing fresh buffet concepts as switching its internal processes for inside the room meals.

Resources

Marriott put forward travel assistance such as lodging, room reservations, timeshare vacations, flight and hotel bundles, and vehicle rents. Hotels have undoubtedly been one of the sectors most negatively impacted by COVID-19, and Marriott isn't exempt from the pandemic's consequences. By focusing on an underserved local market in food and beverage (F&B), they have shown incredible resiliency and flexibility.

- Put local customers first.
- Concentrated on strengthening partnerships across industries, technologies, and internet colleagues to foresee and satisfy local demands.
- Placing cooperation before conversion and linking the gaps among both on and off-line to maximise outcomes are three strategies to improve outcomes.

We had the chance to use the information collected from the internet postings to improve our web-based advertising, but we had been unable to determine how those improvements affected traditional sales or appointments conducted via other sites..

- Business performance update

To get over this crisis, Marriott is still collaborating with its clients. Although there have been an unprecedented number of withdrawals for bookings during the initial half of this year, no significant group withdrawals for 2021 due to COVID-19 have yet occurred, and a lot of group clients are preferably possibly rebooking for the end of 2020.

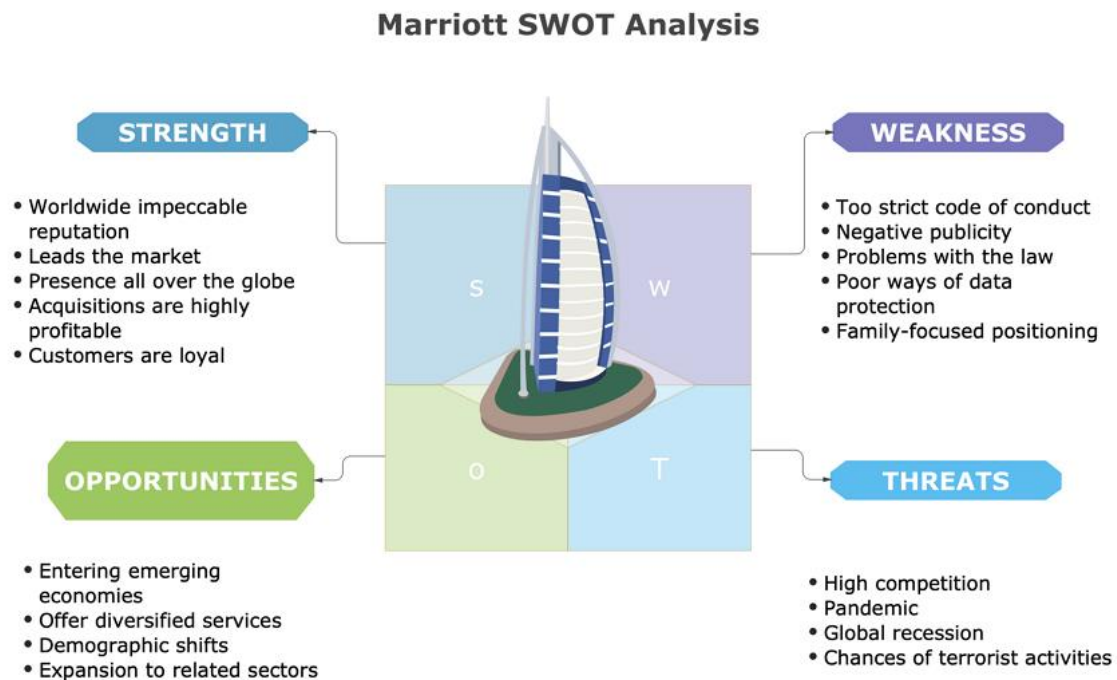
- Mitigation strategies

The business has adopted a number of aggressive steps to lessen the adverse effects of COVID-19 on its operations and finances. Corporate emergency strategies have been put in place and will keep getting modified according to the circumstances around the world. Backup strategies at the property levels comprise actions like shutting restaurants and bars, cutting employees, and shutting buildings or even whole properties.

- Conference

On Thursday, March 19, 2020, at 8:30 a.m. ET, Marriott intends to host a conference call for investors to discuss this information. The chairman and CEO of Marriott International, Mr. Arne Sorenson

Critical evaluation of SWOT analysis



Technology impact in strategy implementation

- Digital Transformation Strategies:

By passing information's to public across a range of routes, such as smartphone apps, virtual amenities, cashless check-in and check-out, converse, service inquiries, mobile keys, and more, Marriott International is committed to increasing the levels of customer involvement. The organisation hopes to increase client satisfaction by employing technology via such endeavours.

- Marriott Technology Initiatives:

Over recent years, Marriott has participated in a number of significant IT alliances and partnerships, technological advances and rollouts, and technology investments. In order to increase efficiency in the hotel creation procedure for its owners throughout Asia-Pacific, Marriott, for example, has been testing its exclusive approach that uses AI technologies building information modelling (BIM) platform.

Effect of marketing strategies on internal and external stakeholders (based on stakeholder theory)

Marriott International, a multinational travel company with controlled and franchised lodging activities, has a variety of stakeholder communities, involving investors, hotel owners and franchisees, providers, employees, clients, neighbourhood teams, business groups, as well as the government and nongovernmental organisations.

The business declares the purchase of Starwood Hotels and Resorts in September 2016 in order to combine the two into the biggest hotel chain in the globe under the name Marriot International Inc.

The combination of Starwood and Marriot is a calculated strategic move that not only creates stronger brands but also gives the companies the edge over their rivals they need to develop their brands and compete in their sector.

Stakeholders in Marriott and Their Efforts to the Merge

- **Internal Stakeholders:**

- Shareholders:
- Owner:
- Employees:

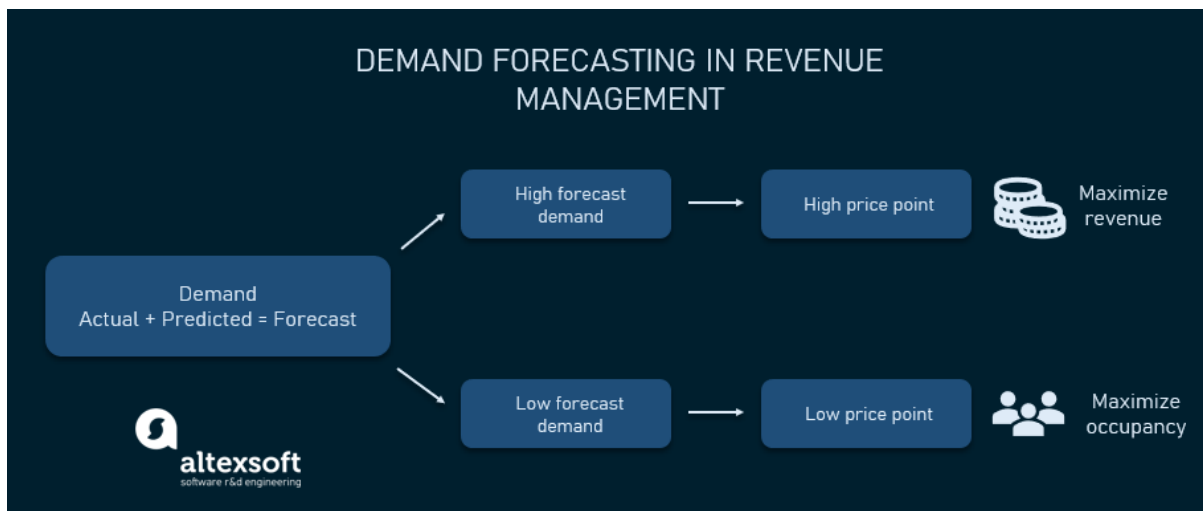
- **External Stakeholders:**

- Banks / financial houses
- Government:
- Travel Agents:
- Competitors
- Customers:
- Media

Managerial implication on marketing strategies during covid 19

- **Revenue management**

Management of cash inflows during the pandemic is a curtail thing. But the effective implementation of marketing strategies helps Marriott go successfully. Demand forecasting includes high forecast demand and low forecast demand. When demand goes high price also will be high and vice versa. This raise in demand and price will automatically generate maximum profit. Low price point will leads to maximum occupancy.



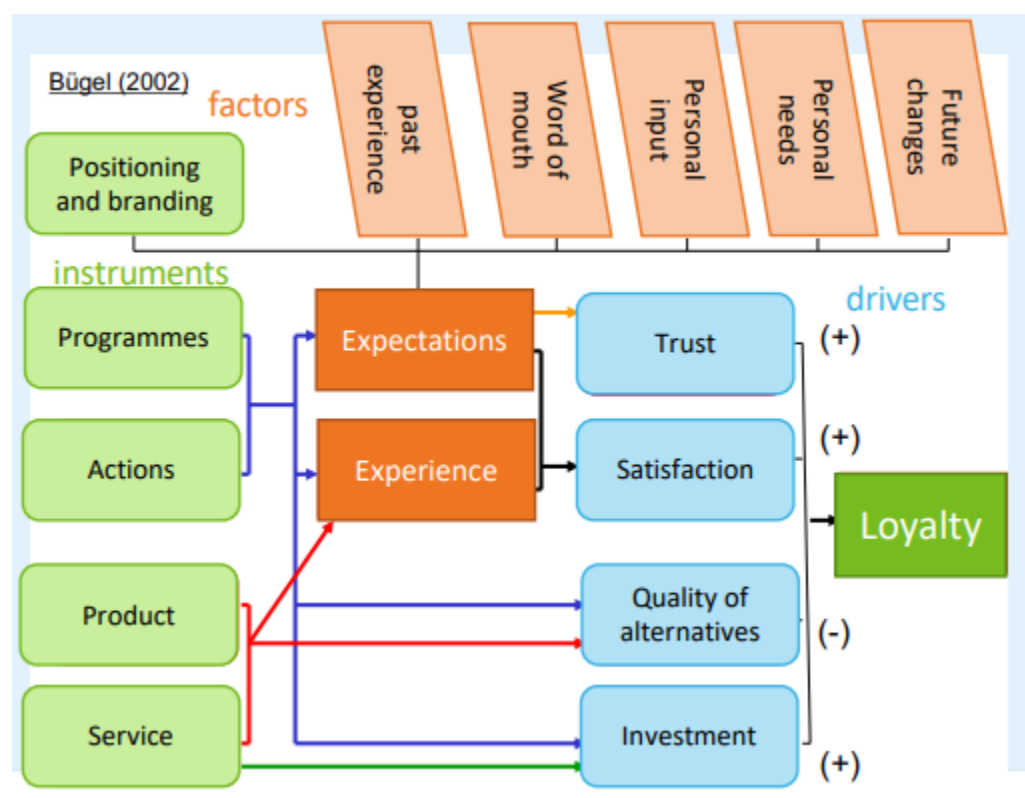
- **Social media marketing**

Significant web-based advertising participants offer promotion tools like box footer ads, contain ads, and sponsorship ads that let different lodging businesses market the statements of their mission and vision in web-based platforms and other social media platforms. However, in order to get widespread exposure and an edge over rivals, large hotel brands require to build strong alliances with social media sites like Facebook and Snapchat. Customers may evaluate the offerings provided by a hotel chain using digital comparative devices, then choose their choice for offering. These immediate interaction and feedback-driven marketing initiatives help hotels execute customer-driven company practises and guarantee long-term success. Creative online

marketing strategies that highlight the special services and incentives a hotel may provide to its frequent guest

- **Customer engagement**

Retention of existing customers is also a managerial implication of Marriott in marketing strategies. They can maintain regular clients during covid 19 by providing quality products and facilities, satisfaction, ensuring trust and some other factors.



Compared with fresh visitors, loyal clients are less price conscious. They are ready to pay the cash because they're conscious of an excellent standard of the assistance that you're willing to put forward. They are interested to suggest frank and favourable comments on your hotel and are likely to pass it along to their friends. As a result, they trying to boost revenue per client and provide a platform to acquire fresh visitors to your hotel. (Peelen, 2013).

- **Demand and supply pricing strategy**

The demand and supply pricing technique are also used by Marriott. Additionally, they employ a pricing tactic that is competitive, which implies they occasionally base their hotel rates on the actions of their rivals. Since the many hotel brands were capable of to preserve unique selling points with regard to the company's guarantee and trademark attraction, it has mainly been successful.

- **CSR activities**

For this company, provides customers reliable. There are lack of resources and options. One among the nicest aspects of the establishment's social responsibility efforts is its appreciation of the value of neighbourhoods. Societies discover how to do more enjoyable places to live and work based on their requirements and skills once they are engaged.

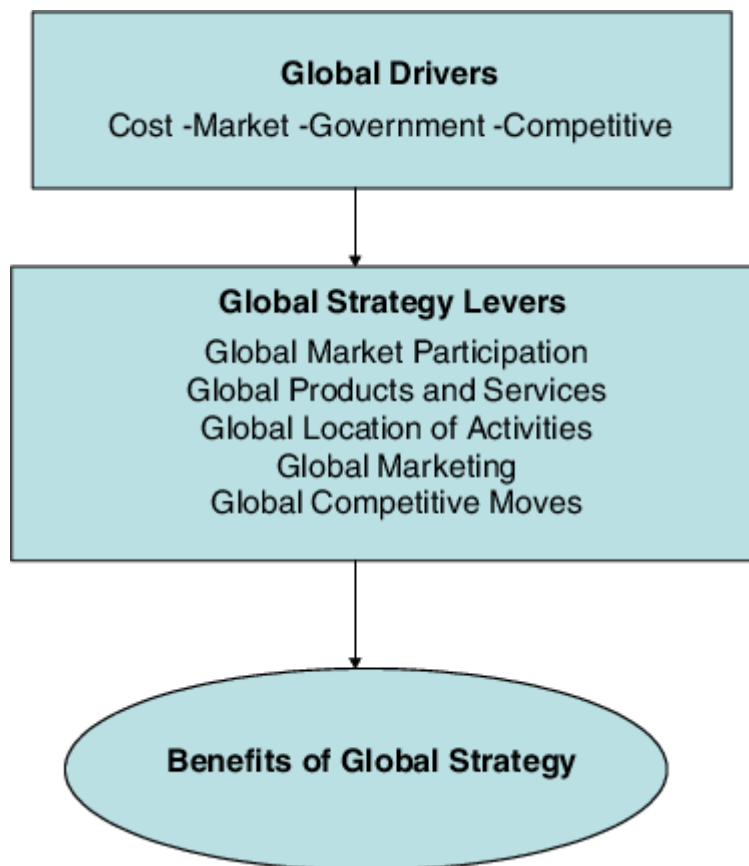
Comprehension of the assets of the globe is necessary to comprehend whether to protect the biosphere through playing a role in restoring corals and woodland survival. talented self-motivated gigs are growing in popularity today, and anyone who would like to can access "how-to" guides. Resorts started selling humanitarian aid with the goal to help people reestablish their regular lives after catastrophes. Open communal cooking areas, healthful food stands, and garbage treatment have all been established.

This company has previously shown how to incorporate such an endeavour into daily operations and grab the interest of international brands and organisations. The implementation of Serve360 will improve management procedures, environmental protection, and community involvement. The hotel sector touches on many important topics in daily life, and one hotel can have an enormous impact on environmental and social standard

- **Globalisation**

Globalisation and open-door policy could help the multinational corporations to grow tremendously. Marriott can elaborate and expand its businesses all over the world, as a result customers at different countries can access their services without any restrictions. Given below is the yip's global strategy framework.

Yip's framework of global strategy.



Conclusion

In this study we can understand Marriott international, a global business which concentrated on hotel and hospitality field. They are adopting wide variety of marketing tactics in corporate, business and functional level. During pandemic, they provide competitive way of resource allocation and distribution such as face covering, food safety, sanitization and so on. Their technological impact like digital transformation strategy and technology initiations are highlighted. During covid crisis their managerial implications are pretty much adoptive in the area of revenue management, social media marketing, globalisation, customer engagement. CSR activities also encourage able. However, these practices are helps Marriott to grow and increase their goodwill and also facilitate in order to gain a competitive position. In this research we are also enhances the internal as well as external stake holders of Marriott based on the stakeholder theory.

How Marriott international can improve their market strategy based on the above points

(Recommendations)

presently, it is hard for businesses to satisfy clients because their requirements and desires change so frequently. But companies can still successfully attract a large portion of their intended audience if they grasp promotional instruments and strategies and use them in the right ways to elicit a desired reaction from the audience they are targeting.

One of Marriott's problems is that CSR has a big impact on how well a company does. Consumers of today are quite aware of how businesses may have a beneficial impact on the society in which they operate, but Marriott fails to recognise this. Friedman (1962, p. 163) Businesses must understand the value of ethical behaviour since it is the only means by which they can use their resources and efforts to grow their profits. This is possible only whenever a company is socially responsible to the community.

Based on the above managerial implications we can suggest some of the points as recommendation to the Marriot in order to improve their marketing strategies after the mentioned crisis. Here are some points that highlights on the basis of the implementations like customer engagement, social media marketing, globalisation, CSR activities etc

- The best hotel marketing strategy depends on your target customers. online platforms, email marketing, content creators, influencers, and google based optimization are all great ways to reach people online. Offline strategies such as events and promotions can also be effective.
- Brands should enter in to effective partnership with social media platforms like face book and snapchat to receive mass recognition and achieve a competitive advantage.
- Keep contact with regular customers, who can give honest and positive feedback about the company.
- Provide quality products and services with reasonable price especially for regular customers

- Provide an ample opportunity to bring new guests to the hotel
- Market capitalisation can be increased through mergers and acquisition which are necessitate after the globalisation era especially service industry.
- Marriot can improve their corporate ethics through CSR activities like provide basic amenities to the poor sector, environmental protection, pollution control, sustainable development programs etc.
- The company should measure different approaches in order to work best such as brainstorming and conduct new concepts and methods to implement and evaluate its strategies
- Create a committed team that looking for the constant supply chain in such a way that they can procure them from social media websites.

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