

Seminar Marketing:
“Understanding and Experiencing Social Virtual Reality”
(Winter Semester 2021/2022)

Content

One out of five Facebook employees is now working in the field of virtual reality. Microsoft is revamping their Altspace VR community and turning it into the hub for their multi-billion Mesh initiative. Apple is developing a stand-alone mixed reality device, and almost every week a new start-up enters the Oculus Quest app store offering their version of collaboration spaces. These are just a few of many industry news that reflect the attention that virtual, augmented, and mixed reality are receiving these days.

Experts are arguing that these technologies carry the potential to fundamentally transform many facets of our lives, economies, and societies, including how we work and how we spend time with friends, and that they can impact the world in a way that few innovations have done over the last decades. One aspect that is receiving particular attention is the use of VR for social purposes – for interacting with other people, either in a work environment, for fun, or as an emulation of “third places” which combine people’s work and private lives.

In this seminar, we will tap into this new world of computer-simulated environments by combining theory with practice. In addition to studying the growing multi-disciplinary literature on VR, AR, and XR, participants will be provided Quest 2 state-of-the-art VR devices by the Marketing Center’s research initiative, the [XRLab@MCM](#), to explore the new realities themselves. Participants will learn about the social value that virtual reality can offer in different settings like consumption and work, but also analyze the barriers and limitations that (still) exist for the mass adoption of VR.

References

Bailenson, Jeremy (2018): “Experience on Demand: What Virtual Reality Is, How It Works, and What It Can Do”, WW Norton & Company.

Wedel, Michel, Enrique Bigné, and Jie Zhang (2020): “Virtual and augmented reality: Advancing research in consumer marketing,” *IJRM*, 37, 443–465.

Seminar requirements

The seminar consists of two mandatory assignments:

- Writing a research paper (50% of final grade)
- Presentation of the key insights of your research and discussion (50% of final grade)

Both assignments have to be passed to get 12 ECTS for the seminar.

Preliminary Timetable

What	When	Where
Introductory session	End of November	Virtual Reality, Zoom, Seminarraum 006 MCM
Distribution of topics	End of November	Learnweb
Individual meeting with supervisor	tba	Virtual Reality, Zoom, MCM
Optional 2nd meeting with supervisor		
Submission of research papers and presentations	End of January	Learnweb
Presentation of research papers	End of January	Virtual Reality, Zoom, Seminarraum 006 MCM