Module name	Module number
Research Seminar New Realities	3663

Account	Non-competency elective modules: HAW area - MM 2022

Person responsible for the module	Module type	Recommended trimester
Prof. Dr. rer. pol. Philipp Rauschnabel	Elective	2

Workload in (h)	Attendance time in (h)	Self-study in (h)	ECTS points
150	48	102	5

Associated Courses:

No.	Type	Event name	Participation	TWS
36630	SU	Research Seminar New Realities	Elective	4
Total (compulsory and elective)				4

Qualification goals
After successful participation, students will be familiar with the essential formats of new realities, corresponding technologies, and examples of application in marketing. They will be able to evaluate these critically. The students also understand relevant aspects of user behavior and can independently derive recommendations for action from this.

Content
The module covers the basics of new realities (e.g. augmented reality, mixed reality, virtual reality) as a media component of digital marketing. The students are given a practice-relevant research question, which they have to answer during the course. trimester work independently in groups. Interim results are regularly discussed and presented. The thematic details will be communicated at the beginning of each course.

Literature

BCG (2018) Augmented Reality: Is the camera the next big thing in advertising? BCG Report. https://www.bcg.com/de-de/publications/2018/augmented-reality-is-camera-next-big-thing-advertising.aspx

Craig, A. B. (2013). Understanding augmented reality: concepts and applications. Newnes.

Rauschnabel, P. A. (2018). Virtually enhancing the real world with holograms: An exploration of expected gratifications of using augmented reality smart glasses. Psychology & Marketing, 35(8), 557-572.

Rauschnabel, P. A., Felix, R., & Hinsch, C. (2019). Augmented reality marketing: How mobile AR-apps can improve brands through inspiration. Journal of Retailing and Consumer Services, 49, 43-53.

Teichmann, G., & Fromme, H. F. (2019). Mixed and virtual reality applications and Visions of the Future. Information Systems & Management, 1-6.

Current international journals, case studies and/or practice literature will be supplemented depending on the topic.

Proof of performance
Portfolio

Usability
The module can be used as the basis for a master's thesis in marketing.

Duration and frequency
The module extends over one trimester. It is offered regularly as part of the elective course.