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UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

HYBRID IMMERSIVE EXPERIENCES TEACHING GUIDE 2024-2025

GENERAL DETAILS

Course Title:	Hybrid Immersive Experiences
Code:	801438
Academic year:	2024-2025
Degree title:	Master's Degree in Marketing Technologies
Number of credits (ECTS):	3
Place in the scheme of studies:	2 nd Semester
Date of last revision:	July 2024
Professor Responsible:	Prof. Marc Mallafré

1. GENERAL DESCRIPTION

The course explores how the growing family of immersive technologies (virtual reality (VR), augmented reality (AR), videomapping, binaural sound, 360° video...) can amplify the brand experience. These tools offer unique sensory technology experiences, creating hybrid environments that capture attention and generate deep emotional engagement.

Students will learn how to devise and apply these technologies to create memorable and meaningful brand interactions. The course includes case studies and practical applications, showing the impact of these technologies in current marketing campaigns. Upon completion, students will be prepared to devise hybrid immersive experiences as a competitive advantage in the context of digital marketing.

2. OBJECTIVES

At the end of the course, students will be able to:

- Understand immersive technologies such as virtual reality (VR), augmented reality (AR), videomapping, and 360° video as applied to marketing.
- Determine how immersive technologies can transform consumer perception and engagement with the brand.
- Develop knowledge to integrate these technologies into effective marketing strategies aligned with commercial and brand objectives.
- Acquire a comprehensive understanding to conceptualize and plan immersive brand experiences using VR, AR, videomapping, and/or 360° video, focusing on innovation and creativity.
- Evaluate the effectiveness of immersive experiences through metrics and user feedback, and improve strategies based on the results obtained.

3. CONTENTS

TOPIC 1. IMMERSIVE TECHNOLOGIES

Learning outcomes

Students should be able to:

- Identify and distinguish the different types of most common technologies, and know how to size the implementation of each technology.

Contents

1.1. Growth of ICT.

1.2. Moore's Law.

1.3. Immediation, Hypermediation, Remediation.

1.4. MR, VR, AR, 360° video, videomapping.

1.5. Gartner curve.

1.6. Case studies: historical and paradigmatic examples.

TOPIC 2. IMMERSIVE EXPERIENCES

Learning outcomes

Students should be able to:

- Identify the benefits of immersive technologies and the effects that these can provide to the consumer to, in this way, be able to assess the suitability of each technology in specific projects.

Contents

2.1. Experiential Marketing

2.2. The presence effect

2.3. Clarke's 3rd law

2.4. Experience design

2.4.1. Do's

2.4.2. Don'ts

2.5. Professional profiles

2.6. Case studies

TOPIC 3. IMMERSIVE BRANDS

Learning outcomes

Students should be able to:

- identify the benefits of technologies and the experiences they can provide to specific sectors and brands.

Contents

3.1. Industry landscape

- 3.1.1. Automotive
- 3.1.2. Culture
- 3.1.3. Education
- 3.1.4. Consumer goods
- 3.1.5. Real estate
- 3.1.6. Fashion
- 3.1.7. Catering
- 3.1.8. Tourism
- 3.1.9. Video games

3.2. Project implementation

- 3.2.1 Equipment
- 3.2.2 Processes and timing
- 3.2.3 Workflows

3.3. Measuring results

- 3.3.1 Social Listening
- 3.3.2 Downloads
- 3.3.3 Viewings
- 3.3.4 Surveys

3.4. Case Studies

4. TEACHING AND LEARNING METHODOLOGIES

It is based on participative expository classes complemented with reading in advance of the different topics. Class practices and homework are expected to reaffirm the concepts and procedures that have been presented in class.

The main activities that will be carried out are:

- Throughout the course there will be activities such as problem solving, participation in debates and case resolution.
- Practical class of resolution, with the participation of the students, of practical cases and/or exercises related to the contents of the subject.

- Group/cooperative work with the presence of the professor.

5. EVALUATION

According to the Bologna Process, the model rewards the constant and continuous effort of students. 60% of the final grade is obtained from continuous assessment of directed activities, and the remaining 40% from the final in-person exam. The final exam has two sittings.

The final grade for the subject (FG) will be calculated using the following formula:

$$\text{FG} = \text{Final Exam Grade} \times 40\% + \text{Continuous Assessment Grade} \times 60\%$$

The minimum grade for the final exam to calculate the FG will be 40 points out of 100. The subject is passed with a final grade equal to or greater than 50 points out of 100.

Activity	Description	% Continuous Assessment	
Course work:			50%
Class assignment	Case Study (individual)	50%	
Class assignment	Case Study (Group)	50%	
Test:			10%
	Test	100%	
Final exam:			40%
	Final exam	100%	

6. BIBLIOGRAPHY

- Bolter, J. y Grusin, R. (2000) *Remediation: Understanding New Media*. The MIT Press.
- Pine, B. y Gilmore, J. (2011) *Welcome to the experience economy*. Harvard Business Press.
- Reichheld, F. (2003) *The one number you need to grow*. Harvard Business Review.