SUBJECT:

VIRAL MARKETING, AR AND VR AS COMMUNICATION TOOLS

Studies: Management	Faculty: Management
II cycle studies Excellence in Management Specialty: Modern communication in business	

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	4	-	18	1

Course description:

The study program on Viral Marketing, AR, and VR as Communication Tools is designed to provide students with a comprehensive understanding of leveraging modern technologies to revolutionize marketing strategies. This interdisciplinary program explores the dynamic landscape of viral marketing while delving into the transformative potential of Augmented Reality (AR) and Virtual Reality (VR) in communication. The curriculum begins by unraveling the intricacies of viral marketing, examining successful campaigns and dissecting the components that contribute to their virality. Students will learn the psychology behind viral content creation, distribution strategies, and the impact of viral campaigns on brand visibility and consumer engagement. Moreover, the program introduces the cutting-edge realms of AR and VR technologies as communication tools. It explores the immersive experiences offered by AR and VR, emphasizing their applications in marketing campaigns to create interactive and engaging content. Students will discover how these technologies can revolutionize storytelling, consumer experiences, and brand engagement in various industries. The study program prioritizes understanding consumer behavior and preferences related to AR/VR-based marketing strategies. It aims to equip students with the skills to analyze and adapt marketing initiatives to resonate with the target audience effectively. Practical application forms a vital aspect of the program, allowing students to apply their knowledge by designing and executing viral marketing campaigns utilizing AR and VR technologies. Through hands-on projects and case studies, students will gain practical experience in crafting compelling marketing content that capitalizes on the immersive nature of AR and VR technologies. The course is filled in with many case studies and practical examples of viral marketing, AR and VR as communication tools so it should be interesting for all those students who are eager to deal with sales management issues also after the course.

COURSE LEARNING OBJECTIVES:

1. Understanding Viral Marketing:Gain insights into the principles and strategies behind creating and promoting viral content for effective marketing.
2. Exploring AR and VR Technologies: Explore Augmented Reality (AR) and Virtual Reality (VR) technologies as innovative communication tools.
3. Integration of AR and VR in Marketing: Learn how AR and VR can be integrated into marketing campaigns for enhanced user engagement and brand communication.
4. Analyzing Consumer Behavior: Analyze consumer behavior and preferences related to AR/VR-based marketing strategies.
5. Practical Application: Apply theoretical knowledge through practical projects and case studies to create impactful viral marketing campaigns using AR and VR.

Teaching the functions and role of viral marketing, AR and VR as communication tools for

contemporary market entities, developing skills in solving viral marketing, AR and VR as communication tools, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on viral marketing, AR and VR as communication tools. Training of social competences related to collective problem solving and preparing and introducing all stages of viral marketing, AR and VR as communication tools in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures – n/a

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

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It aims to equip students with the skills to analyze and adapt marketing initiatives to resonate with the target audience effectively. Practical application forms a vital aspect of the program, allowing students to apply their knowledge by designing and executing viral marketing campaigns utilizing AR and VR technologies. Through hands-on projects and case studies, students will gain practical experience in crafting compelling marketing content that capitalizes on the immersive nature of AR and VR technologies.

Main topics:

1. Introduction to Viral Marketing Strategies
2. Psychology of Viral Content Creation
3. Distribution Channels for Viral Marketing
4. Understanding AR and VR Technologies
5. Integration of AR/VR in Marketing Campaigns
6. Consumer Behavior in AR/VR Marketing
7. Case Studies: Successful Viral AR/VR Marketing Campaigns

Literature
Main texts:

1. Berger, Jonah - "Contagious: How to Build Word of Mouth in the Digital Age" - Simon & Schuster (2016)
2. Hoffman, Donna & Novak, Thomas - "Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations" - Routledge (2017)
3. Kapoor, Subir - "Augmented Reality: Where We Will All Live" - TED Conferences LLC (2018)

Additional required reading material:

1. Wang, Richie - "VR/AR Technologies for Learning & Teaching" - IGI Global (2018)
2. Duhachek, Adam & Kardes, Frank - "Consumer Psychology" - Routledge (2018)
3. Bolter, Jay David & Grusin, Richard - "Remediation: Understanding New Media" - MIT Press (2018)
4. Grewal, Dhruv & Levy, Michael - "Marketing" - McGraw-Hill Education (2018)

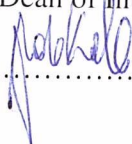## Rules of the exams on subject (Assessments)

Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature: ....