

Marketing Seminar

Summer 2025

Project Seminar on

"Generating Customer Insights by Working with Spatial Data"

Prof. Dr. Sebastian Hohenberg

Virtual Reality (VR) and Augmented Reality (AR) technologies are poised to revolutionize the marketing landscape. They introduce innovative avenues for entertainment, education, collaboration, and industrial applications, with projected value creation reaching trillions of dollars in the coming years (Gomez-Zara, Schiffer, and Wang 2023). Beyond their commercial potential, these technologies offer unprecedented insights into consumer behavior, decision-making, and interactions—marking a transformative moment for market research (e.g., Harz, Hohenberg, and Homburg 2022). At the core of these insights lies "spatial data"—high-frequency, time-stamped observations automatically captured through VR/AR technology.

This seminar provides a unique opportunity to engage directly with these cutting-edge tools. Participants will undertake hands-on market research projects, learning how to collect, analyze, and interpret spatial data from virtual environments. This includes tracking eye movements, gaze patterns, physical movements, interactions, and speech within VR/AR settings. Students will compare these rich datasets with traditional marketing research methods like surveys, gaining a comprehensive understanding of the advantages and challenges of each approach. While the transformative potential of VR/AR in market research has been discussed for decades (Bainbridge 2007; Milgram and Kishino 1994; Pearce and Aguinis 1997), only now has the technology matured enough to fully realize these possibilities. The Chair of Digital Transformation at the Marketing Center Münster stands at the forefront of this development, hosting one of the world's first spatial data extraction platforms available for academic research. By joining this seminar, you will acquire future-oriented skills in setting up and analyzing VR/AR market research studies—skills that are increasingly in demand and will set you apart in the job market.

No prior technical knowledge is required. The seminar will provide comprehensive guidance on using VR/AR technology for research purposes, guiding you through the application of spatial data in social science research to enhance traditional methodologies. This is an opportunity to be part of a pioneering initiative that bridges the gap between emerging technologies and practical market research applications.

Related Literature:

Harz, Nathalie, Sebastian Hohenberg, and Christian Homburg. "Virtual reality in new product development: Insights from prelaunch sales forecasting for durables." *Journal of Marketing* 86.3 (2022): 157-179.

Chen, Ming, et al. "Understanding lateral and vertical biases in consumer attention: An in-store ambulatory eye-tracking study." *Journal of Marketing Research* 58.6 (2021): 1120-1141.

Gómez-Zarà, Diego, Peter Schiffer, and Dashun Wang. "The promise and pitfalls of the metaverse for science." *Nature human behaviour* 7.8 (2023): 1237-1240.

Learning Objectives

- To understand the role and potential of spatial data in transforming marketing research.
- To analyze and understand various types of spatial data for marketing research, particularly in studying human behavior and interactions.
- To develop practical skills in collecting spatial data.
- To enhance academic writing skills.
- To improve presentation and communication skills by presenting research findings.

Seminar Requirements

The seminar consists of two **mandatory** parts that need to be completed in groups of 2-4 students.

1. Writing a seminar paper utilizing spatial data in a research project (15 pages, 66% of the final grade).
2. Presentation (35 minutes) + discussion (10 minutes) of the seminar paper (34% of the final grade)

Both parts must be passed separately to get the final grade. Active participation during in-person events is required. Students who pass this seminar will receive **12 ECTS** for the seminar.

Organizational Issues

- How to apply? Please follow the MCM application process for seminars via the homepage.
- Please note that submissions of papers and presentations after the submission deadline will not be accepted.
- The number of students for this seminar is restricted to max. 20 students.
- For specific questions, please contact Patrick Wöhl (patrick.woehl@wiwi.uni-muenster.de).

Preliminary Timetable

What?	When?	Where?
Kick-off meeting (incl. presentation of topics)	16.04.25 14:15h – 15:45h	Seminar room 2, Schlossplatz 3
Selection of preferred topics	23.04.25	Learnweb
Assignment of topics	03.05.25	Learnweb
Workshop: (1) Conducting Marketing Research and (2) writing effective literature reviews	07.05.25 12:15h-15:45h	Seminar room 2, Schlossplatz 3
Workshop: Collecting Spatial Data	14.05.25 12:00h-17:00h	Seminar room 2, Schlossplatz 3
Hand-in deadline for paper	Mid-July	Learnweb
Hand-in deadline for presentation	End-July	Learnweb
Presentations	End-August	Seminar room 2, Schlossplatz 3