

COURSE DETAIL

STRATEGIC MANAGEMENT OF IMMERSIVE AND EXPERIENTIAL TECHNOLOGIES

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

183

UCEAP Course Suffix**UCEAP Official Title**

STRATEGIC MANAGEMENT OF IMMERSIVE AND EXPERIENTIAL TECHNOLOGIES

UCEAP Transcript Title

MGMT IMRSV&EXPR TEC

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

We are entering a new era where experience is the new economy for consumer attention. The commoditization of products across industries is making it more difficult for companies to compete for market share. The course aims to equip students with the knowledge, tools, and strategic insights to harness the transformative potential of immersive and experiential technologies. Through an in-depth exploration of cutting-edge innovations like spatial computing, 3D design, Agentic AI, and experiential marketing, this course empowers future leaders to create engaging, impactful customer experiences that drive value and innovation. By bridging the gap between emerging technologies and strategic business applications, it will prepare students to lead in the evolving landscape of the experience economy, inspiring creative solutions and fostering a deep understanding of how brands can leverage innovation to captivate and engage their audiences in meaningful ways. Written final exam (40%), 2 group projects (60%).

Prerequisites: basic knowledge of Corporate Strategy. Minimum hardware (laptop) requirements for a fully immersive experience in the course (see website).

Language(s) of Instruction

English

Host Institution Course Number

30755

Host Institution Course Title

STRATEGIC MANAGEMENT OF IMMERSIVE AND EXPERIENTIAL TECHNOLOGIES

Host Institution Course Details

https://didattica.unibocconi.eu/ts/tsn_anteprema.php?cod_ins=30755&anno=2026

Host Institution Campus

University of Commerce Luigi Bocconi

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Management and Technology

Course Last Reviewed

2025-2026

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