



FACULTY OF BUSINESS

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

LEARNING MODULE OUTLINE

Academic Year	2025-2026	Semester	1
Module Code	MRKT 3160-311		
Learning Module	Marketing Research		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
Instructor	Ng Sio Wang, Albe PhD	Email	swng@mpu.edu.mo
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MODULE DESCRIPTION

This course provides an introduction to the methodology and analysis of marketing research by exploring the uses of marketing research in management decision making. It focuses on how to design, conduct, analyze and present the results of marketing research projects.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	demonstrate understanding the of basic concepts, process and ethical concerns of marketing research.
M2.	understand how to work with existing information such as decision support systems and "Big Data"aiding to solve problems of marketing.
M3.	apply marketing research process such as problem formulation, research design, measurements, data collection methods, sampling design to collect primary data aiding to solve problems of marketing
M4.	understand basic knowledge of analysis and interpretation of the marketing researh findigs.
M5.	present a professional marketing research results.



These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4	M5	M6
P1. Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.		✓				
P2. Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.		✓	✓			
P3. Students are able to apply self and independent learning to leverage learned knowledge in practical life.				✓	✓	
P4. Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.					✓	✓
P5. Students are able to identify professional ethics from broad business practices.	✓					✓
P6. Students are able to communicate and present ideas effectively.	✓					
P7. Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.					✓	✓
P8. Students are competent to associate in a diversified social and global community.				✓	✓	✓

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	Ch.1 The Role of Marketing Research	1.5hrs
	Ch.2 The Research Process and Ethical Concerns	1.5hrs
2	Ch.3 Problem Formulation	1.5hrs
	Ch.4 Exploratory Research	1.5hrs
3	Ch.6 Decision Support Systems: Working with "Big Data"	1.5hrs
	Ch.7 Using External Secondary Data	1.5hrs
4	Ch.9 Collecting Descriptive Primary Data	3 hrs
5	Ch.11 Collecting Data by Communication	3 hrs
6	Mid-Term Test	3 hrs
7	Ch.12 Asking Good Questions	3 hrs
8	Ch.13 Designing the Data Collection Form for Communication Data	3 hrs
9	Ch.14 Developing the Sampling Plan	3 hrs
10	Ch.15 Data Collection: Types of Error and Response Rate Calculation	3 hrs
11	Ch.16 Data Preparation for Analysis	3 hrs
12	Ch.17 Analysis and Interpretation: Individual Variables Independently	3 hrs
13	Ch.18 Analysis and Interpretation: Multiple Variables Simultaneously	3 hrs
14	Project Presentation	3 hrs
15	Final Examination	3 hrs
	Total Contact Hours:	45 hours



TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5
T1. Lectures	✓	✓	✓	✓	
T2. Assignments	✓	✓	✓	✓	
T3. Group Project		✓	✓	✓	✓
T4. Mid-Term Examination	✓	✓			
T5. Final Examination	✓	✓	✓	✓	

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Assignments	30%	M1, M2, M3, M4
A2. Mid-Term Test	20%	M1, M2
A3. Group Project	10%	M2, M3, M4, M5
A4. Final Exam	40 %	M1, M2, M3, M4
	100 %	

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.



MARKING SCHEME

Letter Grade	Mark Range	Grade Point	Definition	Descriptions
A	93-100	4.0	Excellent	Superior performance demonstrating comprehensive, in-depth understanding of subject matter. Students complete course requirements with distinction.
A-	88-92	3.7		
B+	83-87	3.3	Very Good	Outstanding performance with full knowledge of theories and principles with no serious deficiencies.
B	78-82	3.0	Good	Above Average performance with full knowledge of theories and principles with no serious deficiencies.
B-	73-77	2.7		
C+	68-72	2.3	Satisfactory	Basic understanding with knowledge of principles and theories adequate enough to complete substantive course requirements.
C	63-67	2.0		
C-	58-62	1.7		
D+	53-57	1.3	Pass	Marginal performance to meet minimum course requirement but with major deficiencies.
D	50-52	1.0		
F	0-49	0	Fail	Knowledge of principles and concepts is fragmentary. Students fail to complete substantive course requirements.

REQUIRED READINGS

Tom J. Brown, Tracy A. Suter, Gilbert A. Churchill. (2018). *Basic Marketing Research*, 9th Edition.

REFERENCES

- Malhotra, N.K. (2009). *Marketing Research - An Applied Orientation*, 6th ed., Prentice Hall.
- Carl McDaniel, Jr. Roger Gates. (2012). *Marketing Research Essentials*. 8th ed., Wiley.
- Dawn Iacobucci, Gilbert A. Churchill, Jr. (2009). *Marketing Research: Methodological Foundations*, 10th ed., Cengage Learning.

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.