

Name: ZHOU, Yifan

Chinese Name: 周奕帆

Admitted in: Aug 2025
Faculty: Faculty of Business Administration
Programme: Master of Science in Marketing
Concentration: AI and Quantitative Marketing

2025-26 Term 1 Programme: Master of Science in Marketing (Full-time)

Course Code	Course Title	Units	Grade
MKTG5011	Marketing Management	3.0	A
MKTG5012	Marketing Research	3.0	A
MKTG5013	Buyer Behaviour	3.0	B
MKTG6011	Strategic Marketing	3.0	A
MKTG6033	Digital Marketing	3.0	B+

Units Passed = 15.0 Term GPA = 3.660
Cumulative Units Passed = 15.0 Cumulative GPA = 3.660

2025-26 Term 2 Programme: Master of Science in Marketing (Full-time)

Course Code	Course Title	Units	Grade
MKTG5015	Organizational Marketing	3.0	IP
MKTG6035	Overview of Machine Learning in Marketing	3.0	IP
MKTG6040	Practicum in Strategic Marketing	3.0	IP
MKTG6041	e-Platform Entrepreneurship	3.0	IP

Units Passed = 0.0 Term GPA = 0.000
Cumulative Units Passed = 15.0 Cumulative GPA = 3.660

***** End of Transcript *****