

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY, KUMASI
INSTITUTE OF DISTANCE LEARNING

EXAMINATIONS OFFICE
INSTITUTE OF DISTANCE LEARNING
KNUST
KUMASI
[Signature]
08/01/2024

MSC. MARKETING (IDL) - MSM 1 (MSM 1)

KUMASI: ALTERNATIVE B2

TIMETABLE FOR FIRST SEMESTER, JANUARY 2024 – APRIL 2024

BLOCK ONE

DATE	Days	7:00- 9:00	9:00 -9:30	9:30-11:30	11:30 -12:00	12:00-2:00	2:00-2:30	2:30-4:30
13/01/2024	Saturday	MSM 555-ONLINE		MSM 555-ONLINE		MSM 551-ONLINE		MSM 551-ONLINE
14/01/2024	Sunday	MSM 555-ONLINE		MSM 555-ONLINE	MSM 551-ONLINE	MSM 551-ONLINE		
20/01/2024	Saturday	MSM 551-FF		MSM 551-FF		MSM 555-FF		MSM 555-FF
21/01/2024	Sunday	MSM 551-FF		MSM 551-FF	MSM 555-FF	MSM 555-FF		
03/02/2024	Saturday	MID-SEM MSM 555(ASSIGNMENT)						
04/02/2024	Sunday	MID SEM MSM 551(ASSIGNMENT)						

MSM 555: Consumer Behaviour

MSM 551: Research Techniques in Marketing

NB: All On-line Activities and Assignments for **BLOCK ONE** should commence by **20th January, 2024**

Programme Coordinator: Bylon Abeeku Bamfo **Contact:** 244734279 **Email:** babamfo@gmail.com

Programme Exam officer: Kwame Ohene Djan **Contact:** 0 54 574 7735 **Email:** Kohenedjan@gmail.com

Programme HoD: Bylon Abeeku Bamfo, **Contact:** 244734279

IDL Website: <https://idl.knust.edu.gh>

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BLOCK TWO

DATE	Days	7:00- 9:00	9:00 -9:30	9:30-11:30	11:30 -12:00	12:00-2:0 0	2:00- 2:30	2:30-4:30
10/02/2024	Saturday	MSM 557-ONLINE		MSM 557-ONLINE		MSM 559 -ONLINE		MSM 559 -ONLINE
11/02/2024	Sunday	MSM 557-ONLINE		MSM 557-ONLINE	MSM 559 -ONLINE	MSM 559 -ONLINE		
17/02/2024	Saturday	MSM 559 -FF		MSM 559 -FF		MSM 557-FF		MSM 557-FF
18/02/2024	Sunday	MSM 559 -FF		MSM 559 -FF	MSM 557-FF	MSM 557-FF		
02/03/2024	Saturday	MID-SEM MSM 557(ASSIGNMENT)						
03/03/2024	Sunday	MID SEM MSM 559 (ASSIGNMENT)						

MSM 557: Global Marketing

MSM 559 : Digital marketing and E-commerce

NB: All On-line Activities and Assignments for **BLOCK TWO** should commence by **17th February, 2024**

Programme Coordinator: Bylon Abeeku Bamfo **Contact:** 244734279 **Email:** babamfo@gmail.com

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BLOCK THREE

DATE	Days	7:00- 9:00	9:00 -9:30	9:30-11:30	11:30 -12:00	12:00-2:00	2:00-2:30	2:30-4:30
09/03/2024	Saturday	MSM 553-ONLINE		MSM 553-ONLINE		MSM 561-ONLINE		MSM 561-ONLINE
10/03/2024	Sunday	MSM 553-ONLINE		MSM 553-ONLINE	MSM 561-ONLINE	MSM 561-ONLINE		
16/03/2024	Saturday	MSM 561-FF		MSM 561-FF		MSM 553-FF		MSM 553-FF
17/03/2024	Sunday	MSM 561-FF		MSM 561-FF	MSM 553-FF	MSM 553-FF		
06/04/2024	Saturday	MID-SEM MSM 553(ASSIGNMENT)						
07/04/2024	Sunday	MID SEM MSM 561(ASSIGNMENT)						

MSM 553 – Services Marketing

MSM 561 – Innovative Strategies and New Product Development

NB: All On-line Activities and Assignments for **BLOCK THREE** should commence by **16th March, 2024**

NOTE

END OF SEMESTER EXAMINATION: 13/04/2024 & 14/04/2024; 20/04/2024 & 21/04/2024; 27/04/2024 & 28/04/2024

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LIST OF KUMASI FACILITATORS

COURSE CODE	LEAD FACILITATOR	PHONE NUMBER	EMAIL ADDRESS
MSM 555	Bamfo Bylon Abeeku	0244734279	babamfo@gmail.com
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MSM 557	Enya Aneza-Xemalordzo	0559226000	enyamus2000@yahoo.com
MSM 559	Mariama Zakari	024	zmariama13@gmail.com
MSM 553	Peter Kwasi Oppong	024660	Peteroppong72@gmail.com
MSM 561	Bylon Abeeku Bamfo	0244734279	babamfo@gmail.com

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LIST OF LEAD FACILITATORS

COURSE CODE AND TITLE	LEAD FACILITATOR	PHONE NUMBER	EMAIL ADDRESS
MSM 555: Consumer Behaviour	Bamfo Bylon Abeeku	244734279	babamfo@gmail.com
MSM 551: Research Techniques in Marketing	Owusu Ansah Martin	249048299	owusumartin97@yahoo.com
MSM 557: Global Marketing	Enya Aneza-Xemalordzo	559226000	enyamus2000@yahoo.com
MSM 559 : Digital marketing and E-commerce	Mariama Zakari	024 907 6475	zmariama13@gmail.com
MSM 553: Services Marketing	Peter Kwasi Oppong	024660 8781	Peteroppong72@gmail.com
MSM 561: Innovative Strategies and New Product Development	Bylon Abeeku Bamfo	244734279	babamfo@gmail.com

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