

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

EXAMINATIONS OFFICE
INSTITUTE OF DISTANCE LEARNING
KNUST
KUMASI
[Signature]
13/5/24

MSC. MARKETING (IDL) (MSM 1)

ACCRA: ALTERNATIVE B1

TIMETABLE FOR SECOND SEMESTER, MAY 2024 – SEPTEMBER 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 |
|-------------------|----------|---------------------------------------|------------|----------------|----------------|----------------|-----------|----------------|
| 18/05/2024 | Saturday | MSM 556-ONLINE | | MSM 556-ONLINE | | MSM 562-ONLINE | | MSM 562-ONLINE |
| 19/05/2024 | Sunday | MSM 556-ONLINE | | MSM 556-ONLINE | MSM 562-ONLINE | MSM 562-ONLINE | | |
| 01/06/2024 | Saturday | MSM 562-FF | | MSM 562-FF | | MSM 556-FF | | MSM 556-FF |
| 02/06/2024 | Sunday | MSM 562-FF | | MSM 562-FF | MSM 556-FF | MSM 556-FF | | |
| 08/06/2024 | Saturday | MID-SEM MSM 556(ASSIGNMENT) | | | | | | |
| 09/06/2024 | Sunday | MID SEM MSM 562(ASSIGNMENT) | | | | | | |

MSM 556: STRATEGIC BRANDS MANAGEMENT

MSM 562: CONSUMER ANALYTICS AND INTELLIGENCE

NB: All On-line Activities and Assignments for **BLOCK ONE** should commence by **25th May, 2024**

Programme Coordinator: Enya Ameza Xemalordzo **Contact:** 559226000 **Email:** enyamus2000@yahoo.com

Programme Exam officer: Ohene Djan **Contact:** 545747735 **Email:** kohenedjan@gmail.com

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

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

IDL Contact: 0500482885/0247274661

IDL Email: idlknust@gmail.com

13/5/24

BLOCK TWO

| 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 |
|-------------------|-----------------|--|------------|----------------|----------------|----------------|-----------|----------------|
| 15/06/2024 | Saturday | MSM 552-ONLINE | | MSM 552-ONLINE | | MSM 560-ONLINE | | MSM 560-ONLINE |
| 16/06/2024 | Sunday | MSM 552-ONLINE | | MSM 552-ONLINE | MSM 560-ONLINE | MSM 560-ONLINE | | |
| 29/06/2024 | Saturday | MSM 560-FF | | MSM 560-FF | | MSM 552-FF | | MSM 552-FF |
| 30/06/2024 | Sunday | MSM 560-FF | | MSM 560-FF | MSM 552-FF | MSM 552-FF | | |
| 06/07/2024 | Saturday | MID-SEM <i>MSM 552(ASSIGNMENT)</i> | | | | | | |
| 07/07/2024 | Sunday | MID SEM <i>MSM 560(ASSIGNMENT)</i> | | | | | | |

MSM 552: STRATEGIC MARKETING MANAGEMENT

MSM 560: INTEGRATED MARKETING COMMUNICATIONS

NB: All On-line Activities and Assignments for **BLOCK TWO** should commence by **22nd June, 2024**

Programme Coordinator: Enya Ameza Xemalordzo **Contact:** 559226000 **Email:** enyamus2000@yahoo.com

Programme Exam officer: Ohene Djan **Contact:** 545747735 **Email:** kohenedjan@gmail.com

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

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IDL Email: idlknust@gmail.com

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 |
|-------------------|----------|---------------------------------------|------------|----------------|----------------|----------------|-----------|----------------|
| 13/07/2024 | Saturday | MSM 554-ONLINE | | MSM 554-ONLINE | | MSM 558-ONLINE | | MSM 558-ONLINE |
| 14/07/2024 | Sunday | MSM 554-ONLINE | | MSM 554-ONLINE | MSM 558-ONLINE | MSM 558-ONLINE | | |
| 27/07/2024 | Saturday | MSM 558-FF | | MSM 558-FF | | MSM 554-FF | | MSM 554-FF |
| 28/07/2024 | Sunday | MSM 558-FF | | MSM 558-FF | MSM 554-FF | MSM 554-FF | | |
| 03/08/2024 | Saturday | MID-SEM MSM 554(ASSIGNMENT) | | | | | | |
| 04/08/2024 | Sunday | MID SEM MSM 558(ASSIGNMENT) | | | | | | |

MSM 554 – SOCIAL MARKETING

MSM 558 – STRATEGIC MANAGEMENT AND POLICY

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

NOTE

END OF SEMESTER EXAMINATION: 17/08/2024 & 18/08/2024; 24/08/2024 & 25/08/2024; 31/08/2024 & 01/09/2024

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

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IDL Email: idlknust@gmail.com

LIST OF ACCRA FACILITATORS

| COURSE CODE | LEAD FACILITATOR | PHONE NUMBER | EMAIL ADDRESS |
|-------------|--------------------|--------------|-------------------------|
| MSM 556 | S. N. Barima | 24 | barimaba225@yahoo.com |
| MSM 562 | JERRY KRAA JAY | 245721916 | kraaj2@yahoo.com |
| MSM 552 | BYLON ABEEKU BAMFO | 244734279 | babamfo@gmail.com |
| MSM 560 | MARTIN OWUSU ANSAH | 249048299 | owusumartin97@yahoo.com |
| MSM 554 | BYLON ABEEKU BAMFO | 244734279 | babamfo@gmail.com |
| MSM 558 | AHMED AGYAPONG | 244458406 | deedat@yahoo.co.uk |

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

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LIST OF LEAD FACILITATORS

| COURSE CODE AND TITLE | LEAD FACILITATOR | PHONE NUMBER | EMAIL ADDRESS |
|--|--------------------|--------------|-------------------------|
| MSM 556: STRATEGIC BRANDS MANAGEMENT | S. N. Barima | 24 499 0918 | barimaba225@yahoo.com |
| MSM 562: CONSUMER ANALYTICS AND INTELLIGENCE | JERRY KRAA JAY | 245721916 | kraaj2@yahoo.com |
| MSM 552: STRATEGIC MARKETING MANAGEMENT | BYLON ABEEKU BAMFO | 244734279 | babamfo@gmail.com |
| MSM 560: INTEGRATED MARKETING COMMUNICATIONS | MARTIN OWUSU ANSAH | 249048299 | owusumartin97@yahoo.com |
| MSM 554: SOCIAL MARKETING | BYLON ABEEKU BAMFO | 244734279 | babamfo@gmail.com |
| MSM 558: STRATEGIC MANAGEMENT AND POLICY | AHMED AGYAPONG | 244458406 | deedat@yahoo.co.uk |

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