

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)

KUMASI: ALTERNATIVE B2

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		
25/05/2024	Saturday	MSM 562-FF		MSM 562-FF		MSM 556-FF		MSM 556-FF
26/05/2024	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

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		
22/06/2024	Saturday	MSM 560-FF		MSM 560-FF		MSM 552-FF		MSM 552-FF
23/06/2024	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

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

IDL Contact: 0500482885/0247274661

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		
20/07/2024	Saturday	MSM 558-FF		MSM 558-FF		MSM 554-FF		MSM 554-FF
21/07/2024	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

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

IDL Contact: 0500482885/0247274661

IDL Email: idlknust@gmail.com

LIST OF KUMASI 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

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 Contact: 0500482885/0247274661

IDL Email: idlknust@gmail.com

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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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