

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

EXAMINATIONS OFFICE  
INSTITUTE OF DISTANCE LEARNING  
KNUST  
KUMASI  
12/01/2025

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

**ACCRA: ALTERNATIVE A1**

TIMETABLE FOR FIRST SEMESTER, JANUARY 2025 – MAY 2025

**BLOCK ONE (SATURDAY STARTING TIME: 8:00 AM. SUNDAY STARTING TIME: 7: 00 AM)**

DATE	Days	2 hours	30 mins	2 hour	30 mins	2 hours	30 mins	2 hours
18/01/2025	Saturday	MSM 555-FF	<b>B R E A K</b>	MSM 555-FF	<b>B R E A K</b>	MSM 551-FF	<b>B R E A K</b>	MSM 551-FF
19/01/2025	Sunday	MSM 555-FF		MSM 555-FF		MSM 551-FF		MSM 551-FF
01/02/2025	Saturday	MSM 551-ONLINE		MSM 551-ONLINE		MSM 555-ONLINE		MSM 555-ONLINE
02/02/2025	Sunday	MSM 551-ONLINE		MSM 551-ONLINE		MSM 555-ONLINE		MSM 555-ONLINE
<b>08/02/2025</b>	Saturday	<b>MID-SEM</b> MSM 555(ASSIGNMENT)						
<b>09/02/2025</b>	Sunday	<b>MID SEM</b> 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 **25th January, 2025**

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

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

**Programme HoD:** Bylon Abeeku Bamfo, **Contact:** 209777370

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

**IDL Contact:** 0500482885/0247274661

**IDL Email:** idlknust@gmail.com

**BLOCK TWO (SATURDAY STARTING TIME: 8:00 AM. SUNDAY STARTING TIME: 7:00 AM)**

DATE	Days	2 hours	30 mins	2 hour	30 mins	2 hours	30 mins	2 hours		
15/02/2025	Saturday	MSM 557-FF	<b>B R E A K</b>	MSM 557-FF	<b>B R E A K</b>	MSM 559-FF	<b>B R E A K</b>	MSM 559-FF		
16/02/2025	Sunday	MSM 557-FF		MSM 557-FF		MSM 559-FF		MSM 559-FF		
01/03/2025	Saturday	MSM 559-ONLINE		MSM 559-ONLINE		MSM 557-ONLINE		MSM 557-ONLINE	MSM 557-ONLINE	MSM 557-ONLINE
02/03/2025	Sunday	MSM 559-ONLINE		MSM 559-ONLINE		MSM 557-ONLINE		MSM 557-ONLINE	MSM 557-ONLINE	
<b>08/03/2025</b>	<b>Saturday</b>	<b>MID-SEM</b> <i>MSM 557(ASSIGNMENT)</i>								
<b>09/03/2025</b>	<b>Sunday</b>	<b>MID SEM</b> <i>MSM 559 (ASSIGNMENT)</i>								

MSM 557: Global Marketing

MSM 559 : Digital marketing and E-commerce

NB: All On-line Activities and Assignments for **BLOCK TWO** should commence by **22nd February, 2025**

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

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

**Programme HoD:** Bylon Abeeku Bamfo, **Contact:** 209777370

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

**IDL Contact:** 0500482885/0247274661

**IDL Email:** idlknust@gmail.com

**BLOCK THREE (SATURDAY STARTING TIME: 8:00 AM. SUNDAY STARTING TIME: 7:00 AM)**

DATE	Days	2 hours	30 mins	2 hour		30 mins	2 hours	30 mins	2 hours
15/03/2025	Saturday	MSM 553-FF	<b>B R E A K</b>	MSM 553-FF		<b>B R E A K</b>	MSM 561-FF	<b>B R E A K</b>	MSM 561-FF
16/03/2025	Sunday	MSM 553-FF		MSM 553-FF	MSM 561-FF		MSM 561-FF		
05/04/2025	Saturday	MSM 561-ONLINE		MSM 561-ONLINE			MSM 553-ONLINE		MSM 553-ONLINE
06/04/2025	Sunday	MSM 561-ONLINE		MSM 561-ONLINE	MSM 553-ONLINE		MSM 553-ONLINE		
<b>12/04/2025</b>	Saturday	<b>MID-SEM</b> MSM 553(ASSIGNMENT)							
<b>13/04/2025</b>	Sunday	<b>MID SEM</b> 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 **22nd March, 2025**

**NOTE**

**END OF SEMESTER EXAMINATION: 26/04/2025 & 27/04/2025; 03/05/2025 & 04/05/2025; 10/05/2025 & 11/05/2025**

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

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

**Programme HoD:** Bylon Abeeku Bamfo, **Contact:** 209777370

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

**IDL Contact:** 0500482885/0247274661

**IDL Email:** idlknust@gmail.com

**LIST OF ACCRA FACILITATORS**

COURSE CODE	LEAD FACILITATOR	PHONE NUMBER	EMAIL ADDRESS
MSM 555	Bamfo Bylon Abeeku	0244734279	babamfo@gmail.com
MSM 551	Owusu Ansah Martin	0249048299	owusumartin97@yahoo.com
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

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

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

**Programme HoD:** Bylon Abeeku Bamfo, **Contact:** 209777370

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

**IDL Contact:** 0500482885/0247274661

**IDL Email:** idlknust@gmail.com

**LIST OF LEAD FACILITATORS**

EXAMINATIONS OFFICE  
INSTITUTE OF DISTANCE LEARNING  
KNUST  
KUMASI  
12/01/2025

COURSE CODE AND TITLE	LEAD FACILITATOR	PHONE NUMBER	EMAIL ADDRESS
MSM 555: Consumer Behaviour	Bamfo Bylon Abeeku	209777370	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	Daniel Osei	244734279	d.osei.ksb@knust.edu.gh
MSM 553: Services Marketing	Peter Kwasi Oppong	024660 8781	Peteroppong72@gmail.com
MSM 561: Innovative Strategies and New Product Development	Bylon Abeeku Bamfo	309777370	babamfo@gmail.com

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

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

**Programme HoD:** Bylon Abeeku Bamfo, **Contact:** 209777370

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

**IDL Contact:** 0500482885/0247274661

**IDL Email:** [idlknust@gmail.com](mailto:idlknust@gmail.com)