

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)

KUMASI: 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 R E A K	MSM 555-FF	B R E A K	MSM 551-FF	B R E A K	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
08/02/2025	Saturday	MID-SEM MSM 555(ASSIGNMENT)						
09/02/2025	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 **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 R E A K	MSM 557-FF	B R E A K	MSM 559-FF	B R E A K	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
02/03/2025	Sunday	MSM 559-ONLINE		MSM 559-ONLINE		MSM 557-ONLINE		MSM 557-ONLINE	
08/03/2025	Saturday	MID-SEM MSM 557(ASSIGNMENT)							
09/03/2025	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 **22nd February, 2025**

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

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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 R E A K	MSM 553-FF	B R E A K	MSM 561-FF	B R E A K	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	MSM 553-ONLINE
06/04/2025	Sunday	MSM 561-ONLINE		MSM 561-ONLINE		MSM 553-ONLINE		MSM 553-ONLINE	
12/04/2025	Saturday	MID-SEM <i>MSM 553(ASSIGNMENT)</i>							
13/04/2025	Sunday	MID SEM <i>MSM 561(ASSIGNMENT)</i>							

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

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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
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

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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

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