

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

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

ACCRA: ALTERNATIVE A1

TIMETABLE FOR SECOND SEMESTER, MAY 2025 – SEPTEMBER 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
31/05/2025	Saturday	MSM 556-FF	B R E A K	MSM 556-FF		B R E A K	MSM 562-FF	B R E A K	MSM 562-FF
01/06/2025	Sunday	MSM 556-FF		MSM 556-FF	MSM 562-FF		MSM 562-FF		
21/06/2025	Saturday	MSM 562-ONLINE		MSM 562-ONLINE			MSM 556-ONLINE		MSM 556-ONLINE
22/06/2025	Sunday	MSM 562-ONLINE		MSM 562-ONLINE	MSM 556-ONLINE		MSM 556-ONLINE		
28/06/2025	Saturday	MID-SEM MSM 556(ASSIGNMENT)							
29/06/2025	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 **14th June, 2025**

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EXAMINATIONS OFFICE
INSTITUTE OF DISTANCE LEARNING
KUMASI

24/05/2025

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
05/07/2025	Saturday	MSM 552-FF	B R E A K	MSM 552-FF		B R E A K	MSM 560-FF	B R E A K	MSM 560-FF
06/07/2025	Sunday	MSM 552-FF		MSM 552-FF	MSM 560-FF		MSM 560-FF		
19/07/2025	Saturday	MSM 560-ONLINE		MSM 560-ONLINE			MSM 552-ONLINE		MSM 552-ONLINE
20/07/2025	Sunday	MSM 560-ONLINE		MSM 560-ONLINE	MSM 552-ONLINE		MSM 552-ONLINE		
26/07/2025	Saturday	MID-SEM MSM 552(ASSIGNMENT)							
27/06/2025	Sunday	MID SEM MSM 560(ASSIGNMENT)							

MSM 552: STRATEGIC MARKETING MANAGEMENT

MSM 560: INTEGRATED MARKETING COMMUNICATIONS

NB: All On-line Activities and Assignments for **BLOCK TWO** should commence by **12th July, 2025**

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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
02/08/2025	Saturday	MSM 554-FF	B R E A K	MSM 554-FF		B R E A K	MSM 558-FF	B R E A K	MSM 558-FF
03/08/2025	Sunday	MSM 554-FF		MSM 554-FF	MSM 558-FF		MSM 558-FF		
16/08/2025	Saturday	MSM 558-ONLINE		MSM 558-ONLINE			MSM 554-ONLINE		MSM 554-ONLINE
17/08/2025	Sunday	MSM 558-ONLINE		MSM 558-ONLINE	MSM 554-ONLINE		MSM 554-ONLINE		
23/08/2025	Saturday	MID-SEM MSM 554(ASSIGNMENT)							
24/08/2025	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 **9th August, 2025**

NOTE

END OF SEMESTER EXAMINATION: 06/09/2025 & 07/09/2025; 13/09/2025 & 14/09/2025; 20/09/2025 & 21/09/2025

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24/05/2025

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MSM 552: STRATEGIC MARKETING MANAGEMENT	Prof BYLON ABEEKU BAMFO	244734279	babamfo@gmail.com
MSM 560: INTEGRATED MARKETING COMMUNICATIONS	Dr. MARTIN OWUSU ANSAH	249048299	owusumartin97@yahoo.com
MSM 554: SOCIAL MARKETING	Prof. BYLON ABEEKU BAMFO	244734279	babamfo@gmail.com
MSM 558: STRATEGIC MANAGEMENT AND POLICY	Prof AHMED AGYAPONG	244458406	deedat@yahoo.co.uk

24/05/2025

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