

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

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

KUMASI: ALTERNATIVE A2

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
14/06/2025	Saturday	MSM 556-FF	B	MSM 556-FF	B	MSM 562-FF	B	MSM 562-FF
15/06/2025	Sunday	MSM 556-FF	R	MSM 556-FF	R	MSM 562-FF	R	
21/06/2025	Saturday	MSM 562-ONLINE	E	MSM 562-ONLINE	E	MSM 556-ONLINE	E	MSM 556-ONLINE
22/06/2025	Sunday	MSM 562-ONLINE	A	MSM 562-ONLINE	A	MSM 556-ONLINE	A	
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 **25th January, 2025**

Programme Coordinator: Dr Enya Ameza Xemalordzo **Contact:** 559226000 **Email:** babamfo@gmail.com

Programme Exam officer: Dr Peter Kwasi Oppong **Contact:** 246608781 **Email:** kohenedjan@gmail.com

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

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

IDL Contact: 0500482885/0247274661

IDL Email: idlknust@gmail.com

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
12/07/2025	Saturday	MSM 552-FF	B R E A K	MSM 552-FF		B	MSM 560-FF	B	MSM 560-FF
13/07/2025	Sunday	MSM 552-FF		MSM 552-FF	MSM 560-FF	R	MSM 560-FF	R	
19/07/2025	Saturday	MSM 560-ONLINE		MSM 560-ONLINE		E	MSM 552-ONLINE	E	MSM 552-ONLINE
20/07/2025	Sunday	MSM 560-ONLINE		MSM 560-ONLINE	MSM 552-ONLINE	A	MSM 552-ONLINE	A	
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 **22nd February, 2025**

Programme Coordinator: Dr Enya Ameza Xemalordzo **Contact:** 559226000 **Email:** babamfo@gmail.com

Programme Exam officer: Dr Peter Kwasi Oppong **Contact:** 246608781 **Email:** kohenedjan@gmail.com

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

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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
09/08/2025	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
10/08/2025	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 **22nd March, 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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IDL Email: idlknust@gmail.com

24/05/2025

LIST OF KUMASI FACILITATORS

COURSE CODE	LEAD FACILITATOR	PHONE NUMBER	EMAIL ADDRESS
MSM 556	DR. STEPHEN BARIMAH NKETIA	244990918	nsbarimah@knust.edu.gh
MSM 562	DR. JERRY KRAA	245721916	kraaj2@yahoo.com
MSM 552	PROF. BYLON ABEEKU BAMFO	244734279	babamfo@gmail.com
MSM 560	Dr. MARTIN OWUSU ANSAH	249048299	owusumartin97@yahoo.com
MSM 554	PROF. BYLON ABEEKU BAMFO	244734279	babamfo@gmail.com
MSM 558	PROF AHMED AGYAPONG	244458406	deedat@yahoo.co.uk

Programme Coordinator: Dr Enya Ameza Xemalordzo **Contact:** 559226000 **Email:** babamfo@gmail.com

Programme Exam officer: Dr Peter Kwasi Oppong **Contact:** 246608781 **Email:** kohenedjan@gmail.com

Programme HoD: Prof. Bylon Abeeke Bamfo, **Contact:** 244734279

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COURSE CODE AND TITLE	LEAD FACILITATOR	PHONE NUMBER	EMAIL ADDRESS
MSM 556: STRATEGIC BRANDS MANAGEMENT	DR. STEPHEN BARIMAH NKETIA	244990918	nsbarimah@knust.edu.gh
MSM 562: CONSUMER ANALYTICS AND INTELLIGENCE	DR. JERRY KRAA	245721916	kraaj2@yahoo.com
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

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