

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY
INSTITUTE OF DISTANCE LEARNING
MSC. STRATEGIC MARKETING (IDL) (YEAR 1)

ACCRA : ALT A1

TIMETABLE FOR SEMESTER ONE, Jan 2026 – May 2026

DEPARTMENTAL DETAILS

	NAME	PHONE NUMBER	EMAIL ADDRESS
Programme Coordinator	Enya Besa Ameza-Xemalordzo	0559226000	eameza@knust.edu.gh
Programme Exam Officer	Enya Besa Ameza-Xemalordzo	0559226000	eameza@knust.edu.gh
Programme HoD	Bylon Abeeku Bamfo	0209777370	babamfo.ksb@knust.edu.gh

LIST OF LEAD FACILITATORS

COURSE	NAME	PHONE NUMBER	EMAIL ADDRESS
MSM 559: DIGITAL MARKETING AND E-COMMERCE	Daniel Yeboah Osei	0271111102	danieloseiyeboah@knust.edu.gh
MSM 555: CONSUMER BEHAVIOUR	Bylon Abeeku Bamfo	0209777370	babamfo.ksb@knust.edu.gh
MSM 561: INNOVATIVE STRATEGIES AND NEW PRODUCT DEVELOPMENT	Bylon Abeeku Bamfo	0209777370	babamfo.ksb@knust.edu.gh
MSM 553: SERVICES MARKETING	Peter Kwasi Oppong	0246608781	peter.oppong@knust.edu.gh
MSM 557: GLOBAL MARKETING	Enya Besa Ameza-Xemalordzo	0559226000	eameza@knust.edu.gh
MSM 551: RESEARCH TECHNIQUES IN MARKETING	Martin Owusu Ansah	0508736422	m.owusuansah@knust.edu.gh



BLOCK 1



Day				
Saturday 17/01/2026	MSM 559 FF 8:00 AM-10:00 AM	MSM 559 FF 10:30 AM-12:30 PM	MSM 555 FF 1:00 PM-3:00 PM	MSM 555 FF 3:30 PM-5:30 PM
Sunday 18/01/2026	MSM 559 FF 7:00 AM-10:00 AM	MSM 555 FF 10:30 AM-1:30 PM		
Saturday 31/01/2026	MSM 555 Online 8:00 AM-10:00 AM	MSM 555 Online 10:30 AM-12:30 PM	MSM 559 Online 1:00 PM-3:00 PM	MSM 559 Online 3:30 PM-5:30 PM
Sunday 01/02/2026	MSM 555 Online 7:00 AM-10:00 AM	MSM 559 Online 10:30 AM-1:30 PM		

MID-SEM (PROFESSIONAL ADD ONS)

Saturday	MID-SEM MSM 559 (SIT-IN MIDSEM)
Sunday	MID-SEM MSM 555 (SIT-IN MIDSEM)

MSM 559: DIGITAL MARKETING AND E-COMMERCE

MSM 555: CONSUMER BEHAVIOUR

NB: All On-line Activities and Assignments for **BLOCK 1** should commence by **17th January 2026** / Midsem for Block 1 will be written on **7th March 2026** and **8th March 2026**.

BLOCK 2



Day				
Saturday 14/02/2026	MSM 561 FF 8:00 AM-10:00 AM	MSM 561 FF 10:30 AM-12:30 PM	MSM 553 FF 1:00 PM-3:00 PM	MSM 553 FF 3:30 PM-5:30 PM
Sunday 15/02/2026	MSM 561 FF 7:00 AM-10:00 AM	MSM 553 FF 10:30 AM-1:30 PM		
Saturday 28/02/2026	MSM 553 Online 8:00 AM-10:00 AM	MSM 553 Online 10:30 AM-12:30 PM	MSM 561 Online 1:00 PM-3:00 PM	MSM 561 Online 3:30 PM-5:30 PM
Sunday 01/03/2026	MSM 553 Online 7:00 AM-10:00 AM	MSM 561 Online 10:30 AM-1:30 PM		

MID-SEM

Saturday	MID-SEM MSM 561 (SIT-IN MIDSEM)
Sunday	MID-SEM MSM 553 (SIT-IN MIDSEM)

MSM 561: INNOVATIVE STRATEGIES AND NEW PRODUCT DEVELOPMENT

MSM 553: SERVICES MARKETING

NB: All On-line Activities and Assignments for BLOCK 2 should commence by 14th February 2026 / Midsem for Block 1 will be written on 7th March 2026 and 8th March 2026.

BLOCK 3



Day				
Saturday 14/03/2026	MSM 557 FF 8:00 AM-10:00 AM	MSM 557 FF 10:30 AM-12:30 PM	MSM 551 FF 1:00 PM-3:00 PM	MSM 551 FF 3:30 PM-5:30 PM
Sunday 15/03/2026	MSM 557 FF 7:00 AM-10:00 AM	MSM 551 FF 10:30 AM-1:30 PM		
Saturday 11/04/2026	MSM 551 Online 8:00 AM-10:00 AM	MSM 551 Online 10:30 AM-12:30 PM	MSM 557 Online 1:00 PM-3:00 PM	MSM 557 Online 3:30 PM-5:30 PM
Sunday 12/04/2026	MSM 551 Online 7:00 AM-10:00 AM	MSM 557 Online 10:30 AM-1:30 PM		

MID-SEM

Saturday	MID-SEM MSM 557 (SIT-IN MIDSEM)
Sunday	MID-SEM MSM 551 (SIT-IN MIDSEM)

MSM 557: GLOBAL MARKETING

MSM 551: RESEARCH TECHNIQUES IN MARKETING

NB: All On-line Activities and Assignments for BLOCK 3 should commence by 14th March 2026 / Midsem for Block 1 will be written on 7th March 2026 and 8th March 2026.



PROFESSIONAL ADD ONS DATE:

7th February 2026 And 8th February 2026

MIDSEM EXAMINATION DATES:

7th March 2026 And 8th March 2026

18th April 2026 And 19th April 2026

END OF SEMESTER EXAMINATION DATES:

2nd May 2026 And 3rd May 2026

9th May 2026 And 10th May 2026

16th May 2026 And 17th May 2026

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LIST OF ZONAL COORDINATORS



CENTRE	NAME	PHONE NUMBER
Kumasi	Ama Mansa Amoah-Kusi	0501102650
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