



Magill College Pty Ltd Trading as Magill College Sydney

ABN: 67 090 050 990

CRICOS Provider Code: 01994M RTO No: 91367

Tel: (+61 2) 8061 6980 Fax: (+61 2) 9267 1711 www.magill.edu.au

BSB42415 CERTIFICATE IV IN MARKETING AND COMMUNICATION DELIVERY STRUCTURE

2017

Unit Code:	Unit Name	Core/Elective	Hours
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TERM THREE, BLOCK ONE (5 Weeks) – 17 July – 19 August

BSBWRT401	Write complex documents	Elective	60
BSBCRT401	Articulate, present and debate ideas	Core	40
Hours			100

TERM THREE, BLOCK TWO (5 Weeks) – 21 August – 23 September

BSBMGT407	Apply digital solutions to work processes	Core	100
Hours			100

TERM BREAK

TERM FOUR, BLOCK ONE (5 Weeks) – 9 October – 11 November

BSBINM401	Implement workplace information system	Elective	40
BSBLDR402	Lead effective workplace relationships	Elective	60
Hours			100

TERM FOUR, BLOCK TWO (5 Weeks) – 13 November – 16 December

BSBMKG417	Apply marketing communication across a convergent industry	Core	100
Hours			100

TERM BREAK

2018

TERM ONE, BLOCK ONE (5 Weeks) – 22 January – 24 February

BSBMKG401	Profile the market	Elective	60
BSBRES401	Analyse and present research information	Elective	40
Hours			100

TERM ONE, BLOCK TWO (5 Weeks) – 26 February – 31 March

BSBMKG408	Conduct market research	Elective	100
Hours			100

TERM BREAK

TERM TWO, BLOCK ONE (5 Weeks) – 16 April – 19 May

BSBMKG419	Analyse consumer behaviour	Elective	100
Hours			100

TERM TWO, BLOCK TWO (5 Weeks) – 21 May – 23 June

BSBMKG418	Develop and apply knowledge of marketing communication industry	Core	60
BSBCMM401	Make a presentation	Core	40
Hours			100

2018

Unit Code:	Unit Name	Core/Elective	Hours
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TERM THREE, BLOCK ONE (5 Weeks) – 16 July – 18 August

BSBWRT401	Write complex documents	Elective	60
BSBCRT401	Articulate, present and debate ideas	Core	40
Hours			100

TERM THREE, BLOCK TWO (5 Weeks) – 20 August – 22 September

BSBMGT407	Apply digital solutions to work processes	Core	100
Hours			100

TERM BREAK

TERM FOUR, BLOCK ONE (5 Weeks) – 08 October – 10 November

BSBINM401	Implement workplace information system	Elective	40
BSBLDR402	Lead effective workplace relationships	Elective	60
Hours			100

TERM FOUR, BLOCK TWO (5 Weeks) – 12 November – 15 December

BSBMKG417	Apply marketing communication across a convergent industry	Core	100
Hours			100

TERM BREAK

2019

TERM ONE, BLOCK ONE (5 Weeks) – 29 January – 02 March

BSBMKG401	Profile the market	Elective	60
BSBRES401	Analyse and present research information	Elective	40
Hours			100

TERM ONE, BLOCK TWO (5 Weeks) – 04 March - 06 April

BSBMKG408	Conduct market research	Elective	100
Hours			100

TERM BREAK

TERM TWO, BLOCK ONE (5 Weeks) – 23 April – 25 May

BSBMKG419	Analyse consumer behaviour	Elective	100
Hours			100

TERM TWO, BLOCK TWO (5 Weeks) – 27 May – 29 June

BSBMKG418	Develop and apply knowledge of marketing communication industry	Core	60
BSBCMM401	Make a presentation	Core	40
Hours			100



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2019

Unit Code:	Unit Name	Core/Elective	Hours
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TERM THREE, BLOCK ONE (5 Weeks) – 15 July – 17 August

BSBWRT401	Write complex documents	Elective	60
BSBCRT401	Articulate, present and debate ideas	Core	40
Hours			100

TERM THREE, BLOCK TWO (5 Weeks) – 19 August – 21 September

BSBMGT407	Apply digital solutions to work processes	Core	100
Hours			100

TERM BREAK

TERM FOUR, BLOCK ONE (5 Weeks) – 08 October – 09 November

BSBINM401	Implement workplace information system	Elective	40
BSBLDR402	Lead effective workplace relationships	Elective	60
Hours			100

TERM FOUR, BLOCK TWO (5 Weeks) – 11 November – 14 December

BSBMKG417	Apply marketing communication across a convergent industry	Core	100
Hours			100

2020

TERM BREAK

TERM ONE, BLOCK ONE (5 Weeks) – 28 January – 29 February

BSBMKG401	Profile the market	Elective	60
BSBRES401	Analyse and present research information	Elective	40
Hours			100

TERM ONE, BLOCK TWO (5 Weeks) – 02 March – 04 April

BSBMKG408	Conduct market research	Elective	100
Hours			100

TERM BREAK

TERM TWO, BLOCK ONE (5 Weeks) – 20 April – 23 May

BSBMKG419	Analyse consumer behaviour	Elective	100
Hours			100

TERM TWO, BLOCK TWO (5 Weeks) – 25 May – 27 June

BSBMKG418	Develop and apply knowledge of marketing communication industry	Core	60
BSBCMM401	Make a presentation	Core	40
Hours			100

2020

Unit Code:	Unit Name	Core/Elective	Hours
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TERM THREE, BLOCK ONE (5 Weeks) – 13 July – 15 August

BSBWRT401	Write complex documents	Elective	60
BSBCRT401	Articulate, present and debate ideas	Core	40
Hours			100

TERM THREE, BLOCK TWO (5 Weeks) – 17 August – 19 September

BSBMGT407	Apply digital solutions to work processes	Core	100
Hours			100

TERM BREAK

TERM FOUR, BLOCK ONE (5 Weeks) – 06 October – 07 November

BSBINM401	Implement workplace information system	Elective	40
BSBLDR402	Lead effective workplace relationships	Elective	60
Hours			100

TERM FOUR, BLOCK TWO (5 Weeks) – 09 November – 12 December

BSBMKG417	Apply marketing communication across a convergent industry	Core	100
Hours			100

TERM BREAK

2021

TERM ONE, BLOCK ONE (5 Weeks) – 25 January – 27 February

BSBMKG401	Profile the market	Elective	60
BSBRES401	Analyse and present research information	Elective	40
Hours			100

TERM ONE, BLOCK TWO (5 Weeks) – 01 March – 01 April

BSBMKG408	Conduct market research	Elective	100
Hours			100

TERM BREAK

TERM TWO, BLOCK ONE (5 Weeks) – 19 April – 22 May

BSBMKG419	Analyse consumer behaviour	Elective	100
Hours			100

TERM TWO, BLOCK TWO (5 Weeks) – 24 May – 26 June

BSBMKG418	Develop and apply knowledge of marketing communication industry	Core	60
BSBCMM401	Make a presentation	Core	40
Hours			100



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2021

Unit Code:	Unit Name	Core/Elective	Hours
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TERM THREE, BLOCK ONE (5 Weeks) – 19 July – 21 August

BSBWR401	Write complex documents	Elective	60
BSBCRT401	Articulate, present and debate ideas	Core	40
Hours			100

TERM THREE, BLOCK TWO (5 Weeks) – 23 August – 25 September

BSBMGT407	Apply digital solutions to work processes	Core	100
Hours			100

TERM BREAK

TERM FOUR, BLOCK ONE (5 Weeks) – 11 October – 13 November

BSBINM401	Implement workplace information system	Elective	40
BSBLDR402	Lead effective workplace relationships	Elective	60
Hours			100

TERM FOUR, BLOCK TWO (5 Weeks) – 15 November – 18 December

BSBMKG417	Apply marketing communication across a convergent industry	Core	100
Hours			100

2022

TERM BREAK

TERM ONE, BLOCK ONE (5 Weeks) – 31 January – 05 March

BSBMKG401	Profile the market	Elective	60
BSBRES401	Analyse and present research information	Elective	40
Hours			100

TERM ONE, BLOCK TWO (5 Weeks) – 07 March – 08 April

BSBMKG408	Conduct market research	Elective	100
Hours			100

TERM BREAK

TERM TWO, BLOCK ONE (5 Weeks) – 26 April – 28 May

BSBMKG419	Analyse consumer behaviour	Elective	100
Hours			

TERM TWO, BLOCK TWO (5 Weeks) – 30 May – 02 July

BSBMKG418	Develop and apply knowledge of marketing communication industry	Core	60
BSBCMM401	Make a presentation	Core	40
Hours			100

2022

Unit Code:	Unit Name	Core/Elective	Hours
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TERM THREE, BLOCK ONE (5 Weeks) – 18 July – 20 August

BSBWR401	Write complex documents	Elective	60
BSBCRT401	Articulate, present and debate ideas	Core	40
Hours			100

TERM THREE, BLOCK TWO (5 Weeks) – 22 August – 24 September

BSBMGT407	Apply digital solutions to work processes	Core	100
Hours			100

TERM BREAK

TERM FOUR, BLOCK ONE (5 Weeks) – 10 October – 12 November

BSBINM401	Implement workplace information system	Elective	40
BSBLDR402	Lead effective workplace relationships	Elective	60
Hours			100

TERM FOUR, BLOCK TWO (5 Weeks) – 14 November – 17 December

BSBMKG417	Apply marketing communication across a convergent industry	Core	100
Hours			100