



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

BSB52415 DIPLOMA OF MARKETING AND COMMUNICATION DELIVERY STRUCTURE

2018

Unit Code:	Unit Name	Core/Elective	Hours
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TERM ONE, BLOCK ONE (5 Weeks) – 22 January - 24 February

BSBMKG501	Identify and evaluate marketing opportunities	Elective	100
Hours			100

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

BSBMKG502	Establish and adjust the marketing mix	Elective	100
Hours			100

TERM BREAK

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

BSBMKG506	Plan market research	Elective	100
Hours			100

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

BSBMKG507	Interpret market trends and developments	Core	100
Hours			100

TERM BREAK

TERM THREE, BLOCK ONE (5 Weeks) – 16 July – 18 August

BSBMKG515	Conduct a marketing audit	Elective	100
Hours			100

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

BSBCRT501	Originate and develop concepts	Elective	100
Hours			100

TERM BREAK

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

BSBLDR502	Lead and manage effective workplace relationships	Elective	100
Hours			100

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

BSBFIM501	Manage budgets and financial plans	Elective	100
Hours			100

2019

Unit Code:	Unit Name	Core/Elective	Hours
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TERM ONE, BLOCK ONE (5 Weeks) – 29 January – 02 March

BSBMKG523	Design develop an integrated marketing communication plan	Core	100
Hours			100

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

BSBADV507	Develop media plan	Elective	100
Hours			100

TERM BREAK

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

BSBADV509	Create mass print media advertisements	Elective	100
Hours			100

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

BSBPMG522	Undertake project work	Elective	100
Hours			100

TERM BREAK

TERM THREE, BLOCK ONE (5 Weeks) – 15 July – 17 August

BSBMKG501	Identify and evaluate marketing opportunities	Elective	100
Hours			100

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

BSBMKG502	Establish and adjust the marketing mix	Elective	100
Hours			100

TERM BREAK

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

BSBMKG506	Plan market research	Elective	100
Hours			100

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

BSBMKG507	Interpret market trends and developments	Core	100
Hours			100



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2020

Unit Code:	Unit Name	Core/Elective	Hours
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TERM ONE, BLOCK ONE (5 Weeks) – 28 January – 29 February

BSBMKG515	Conduct a marketing audit	Elective	100
Hours			100

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

BSBCRT501	Originate and develop concepts	Elective	100
Hours			100

TERM BREAK

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

BSBLDR502	Lead and manage effective workplace relationships	Elective	100
Hours			100

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

BSBFIM501	Manage budgets and financial plans	Elective	100
Hours			100

TERM BREAK

TERM THREE, BLOCK ONE (5 Weeks) – 13 July – 15 August

BSBMKG523	Design develop an integrated marketing communication plan	Core	100
Hours			100

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

BSBADV507	Develop media plan	Elective	100
Hours			100

TERM BREAK

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

BSBADV509	Create mass print media advertisements	Elective	100
Hours			100

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

BSBPMG522	Undertake project work	Core	100
Hours			100

2021

Unit Code:	Unit Name	Core/Elective	Hours
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TERM ONE, BLOCK ONE (5 Weeks) – 25 January – 27 February

BSBMKG501	Identify and evaluate marketing opportunities	Elective	100
Hours			100

TERM ONE, BLOCK TWO (5 Weeks) – 01 March – 03 April

BSBMKG502	Establish and adjust the marketing mix	Elective	100
Hours			100

TERM BREAK

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

BSBMKG506	Plan market research	Elective	100
Hours			100

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

BSBMKG507	Interpret market trends and developments	Core	100
Hours			100

TERM BREAK

TERM THREE, BLOCK ONE (5 Weeks) – 19 July – 21 August

BSBMKG515	Conduct a marketing audit	Elective	100
Hours			100

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

BSBCRT501	Originate and develop concepts	Elective	100
Hours			100

TERM BREAK

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

BSBLDR502	Lead and manage effective workplace relationships	Elective	100
Hours			100

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

BSBFIM501	Manage budgets and financial plans	Elective	100
Hours			100



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2022

Unit Code:	Unit Name	Core/Elective	Hours
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TERM ONE, BLOCK ONE (5 Weeks) – 31 January - 05 March

BSBMKG523	Design develop an integrated marketing communication plan	Core	100
Hours			100

TERM ONE, BLOCK TWO (5 Weeks) – 07 March - 09 April

BSBADV507	Develop media plan	Elective	100
Hours			100

TERM BREAK

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

BSBADV509	Create mass print media advertisements	Elective	100
Hours			100

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

BSBPMG522	Undertake project work	Core	100
Hours			100

TERM BREAK

TERM THREE, BLOCK ONE (5 Weeks) – 18 July – 20 August

BSBMKG501	Identify and evaluate marketing opportunities	Elective	100
Hours			100

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

BSBMKG502	Establish and adjust the marketing mix	Elective	100
Hours			100

TERM BREAK

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

BSBMKG506	Plan market research	Elective	100
Hours			

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

BSBMKG507	Interpret market trends and developments	Core	100
Hours			100

2023

Unit Code:	Unit Name	Core/Elective	Hours
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TERM ONE, BLOCK ONE (5 Weeks) – 30 January – 04 March

BSBMKG515	Conduct a marketing audit	Elective	100
Hours			100

TERM ONE, BLOCK TWO (5 Weeks) – 06 March – 08 April

BSBCRT501	Originate and develop concepts	Elective	100
Hours			100

TERM BREAK

TERM TWO, BLOCK ONE (5 Weeks) – 24 April – 27 May

BSBLDR502	Lead and manage effective workplace relationships	Elective	100
Hours			100

TERM TWO, BLOCK TWO (5 Weeks) – 29 May – 01 July

BSBFIM501	Manage budgets and financial plans	Elective	100
Hours			100

TERM BREAK

TERM THREE, BLOCK ONE (5 Weeks) – 17 July – 19 August

BSBMKG523	Design develop an integrated marketing communication plan	Core	100
Hours			100

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

BSBADV507	Develop media plan	Elective	100
Hours			100

TERM BREAK

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

BSBADV509	Create mass print media advertisements	Elective	100
Hours			100

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

BSBPMG522	Undertake project work	Core	100
Hours			100