



# 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

## BSB61315 ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION DELIVERY STRUCTURE

### 2019

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

BSBINM601	Manage knowledge and information	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBMGT605	Provide leadership across the organisation	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

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

BSBWHS605	Develop, implement and maintain WHS management systems	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBCOM603	Plan and establish compliance management systems	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

### 2020

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

BSBMKG603	Manage the marketing process	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBMKG605	Evaluate international marketing opportunities	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

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

BSBMKG607	Manage market research	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBADV602	Develop an advertising campaign	Core	100
<b>Hours</b>			<b>100</b>

### 2020

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

BSBMGT608	Manage innovation and continuous improvement	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBMGT617	Develop and implement a business plan	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

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

BSBMKG609	Develop a marketing plan	Core	100
<b>Hours</b>			<b>100</b>

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

BSBMGT616	Develop and implement strategic plans	Core	100
<b>Hours</b>			<b>100</b>

TERM BREAK

### 2021

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

BSBINM601	Manage knowledge and information	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBMGT605	Provide leadership across the organisation	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

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

BSBWHS605	Develop, implement and maintain WHS management systems	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBCOM603	Plan and establish compliance management systems	Elective	100
<b>Hours</b>			<b>100</b>



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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

BSBMKG603	Manage the marketing process	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBMKG605	Evaluate international marketing opportunities	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

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

BSBMKG607	Manage market research	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBADV602	Develop an advertising campaign	Core	100
<b>Hours</b>			<b>100</b>

## 2022

TERM BREAK

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

BSBMGT608	Manage innovation and continuous improvement	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBMGT617	Develop and implement a business plan	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

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

BSBMKG609	Develop a marketing plan	Core	100
<b>Hours</b>			<b>100</b>

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

BSBMGT616	Develop and implement strategic plans	Core	100
<b>Hours</b>			<b>100</b>

## 2022

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

BSBINM601	Manage knowledge and information	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBMGT605	Provide leadership across the organisation	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

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

BSBWHS605	Develop, implement and maintain WHS management systems	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBCOM603	Plan and establish compliance management systems	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

## 2023

### TERM THREE, BLOCK ONE (5 Weeks) – 30 January – 04 March

BSBMKG603	Manage the marketing process	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBMKG605	Evaluate international marketing opportunities	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

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

BSBMKG607	Manage market research	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBADV602	Develop an advertising campaign	Core	100
<b>Hours</b>			<b>100</b>



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## 2023

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

BSBMGT608	Manage innovation and continuous improvement	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBMGT617	Develop and implement a business plan	Elective	100
<b>Hours</b>			<b>100</b>

### TERM BREAK

### TERM TWO, BLOCK ONE (5 Weeks) – 09 October – 11 November

BSBMKG609	Develop a marketing plan	Core	100
<b>Hours</b>			<b>100</b>

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

BSBMGT616	Develop and implement strategic plans	Core	100
<b>Hours</b>			<b>100</b>