



# 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 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
<b>Hours</b>			<b>100</b>

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

BSBMGT407	Apply digital solutions to work processes	Core	100
<b>Hours</b>			<b>100</b>

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
<b>Hours</b>			<b>100</b>

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

BSBMKG417	Apply marketing communication across a convergent industry	Core	100
<b>Hours</b>			<b>100</b>

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
<b>Hours</b>			<b>100</b>

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

BSBMKG408	Conduct market research	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

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

BSBMKG419	Analyse consumer behaviour	Elective	100
<b>Hours</b>			<b>100</b>

**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
<b>Hours</b>			<b>100</b>

**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
<b>Hours</b>			<b>100</b>

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

BSBMGT407	Apply digital solutions to work processes	Core	100
<b>Hours</b>			<b>100</b>

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
<b>Hours</b>			<b>100</b>

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

BSBMKG417	Apply marketing communication across a convergent industry	Core	100
<b>Hours</b>			<b>100</b>

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
<b>Hours</b>			<b>100</b>

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

BSBMKG408	Conduct market research	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

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

BSBMKG419	Analyse consumer behaviour	Elective	100
<b>Hours</b>			<b>100</b>

**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
<b>Hours</b>			<b>100</b>



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## 2019

Unit Code:	Unit Name	Core/Elective	Hours
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### TERM THREE, BLOCK ONE (5 Weeks) – 15 July – 18 August

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

### TERM THREE, BLOCK TWO (5 Weeks) – 19 August – 22 September

BSBMGT407	Apply digital solutions to work processes	Core	100
<b>Hours</b>			<b>100</b>

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
<b>Hours</b>			<b>100</b>

### TERM FOUR, BLOCK TWO (5 Weeks) – 11 November – 15 December

BSBMKG417	Apply marketing communication across a convergent industry	Core	100
<b>Hours</b>			<b>100</b>

TERM BREAK

2020

### TERM ONE, BLOCK ONE (5 Weeks) – 28 January – 01 March

BSBMKG401	Profile the market	Elective	60
BSBRES411	Analyse and present research information	Elective	40
<b>Hours</b>			<b>100</b>

### TERM ONE, BLOCK TWO (5 Weeks) – 02 March – 05 April

BSBMKG408	Conduct market research	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

### TERM TWO, BLOCK ONE (5 Weeks) – 20 April – 24 May

BSBMKG419	Analyse consumer behaviour	Elective	100
<b>Hours</b>			<b>100</b>

### TERM TWO, BLOCK TWO (5 Weeks) – 25 May – 28 June

BSBMKG418	Develop and apply knowledge of marketing communication industry	Core	60
BSBCMM401	Make a presentation	Core	40
<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 – 16 August

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

### TERM THREE, BLOCK TWO (5 Weeks) – 17 August – 20 September

BSBMGT407	Apply digital solutions to work processes	Core	100
<b>Hours</b>			<b>100</b>

TERM BREAK

### TERM FOUR, BLOCK ONE (5 Weeks) – 06 October – 08 November

BSBINM401	Implement workplace information system	Elective	40
BSBLDR402	Lead effective workplace relationships	Elective	60
<b>Hours</b>			<b>100</b>

### TERM FOUR, BLOCK TWO (5 Weeks) – 09 November – 13 December

BSBMKG417	Apply marketing communication across a convergent industry	Core	100
<b>Hours</b>			<b>100</b>

TERM BREAK

2021

### TERM ONE, BLOCK ONE (5 Weeks) – 25 January – 28 February

BSBMKG401	Profile the market	Elective	60
BSBRES411	Analyse and present research information	Elective	40
<b>Hours</b>			<b>100</b>

### TERM ONE, BLOCK TWO (5 Weeks) – 01 March – 04 April

BSBMKG408	Conduct market research	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

### TERM TWO, BLOCK ONE (5 Weeks) – 19 April – 23 May

BSBMKG419	Analyse consumer behaviour	Elective	100
<b>Hours</b>			<b>100</b>

### TERM TWO, BLOCK TWO (5 Weeks) – 24 May – 27 June

BSBMKG418	Develop and apply knowledge of marketing communication industry	Core	60
BSBCMM401	Make a presentation	Core	40
<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 – 22 August

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

### TERM THREE, BLOCK TWO (5 Weeks) – 23 August – 26 September

BSBMGT407	Apply digital solutions to work processes	Core	100
<b>Hours</b>			<b>100</b>

TERM BREAK

### TERM FOUR, BLOCK ONE (5 Weeks) – 11 October – 14 November

BSBINM401	Implement workplace information system	Elective	40
BSBLDR402	Lead effective workplace relationships	Elective	60
<b>Hours</b>			<b>100</b>

### TERM FOUR, BLOCK TWO (5 Weeks) – 15 November – 19 December

BSBMKG417	Apply marketing communication across a convergent industry	Core	100
<b>Hours</b>			<b>100</b>

TERM BREAK

## 2022

### TERM ONE, BLOCK ONE (5 Weeks) – 31 January – 06 March

BSBMKG401	Profile the market	Elective	60
BSBRES411	Analyse and present research information	Elective	40
<b>Hours</b>			<b>100</b>

### TERM ONE, BLOCK TWO (5 Weeks) – 07 March – 10 April

BSBMKG408	Conduct market research	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

### TERM TWO, BLOCK ONE (5 Weeks) – 26 April – 29 May

BSBMKG419	Analyse consumer behaviour	Elective	100
<b>Hours</b>			

### TERM TWO, BLOCK TWO (5 Weeks) – 30 May – 03 July

BSBMKG418	Develop and apply knowledge of marketing communication industry	Core	60
BSBCMM401	Make a presentation	Core	40
<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 – 21 August

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

### TERM THREE, BLOCK TWO (5 Weeks) – 22 August – 25 September

BSBMGT407	Apply digital solutions to work processes	Core	100
<b>Hours</b>			<b>100</b>

TERM BREAK

### TERM FOUR, BLOCK ONE (5 Weeks) – 10 October – 13 November

BSBINM401	Implement workplace information system	Elective	40
BSBLDR402	Lead effective workplace relationships	Elective	60
<b>Hours</b>			<b>100</b>

### TERM FOUR, BLOCK TWO (5 Weeks) – 14 November – 18 December

BSBMKG417	Apply marketing communication across a convergent industry	Core	100
<b>Hours</b>			<b>100</b>