MAGILL

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

BSB61315 ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION DELIVERY STRUCTURE

	2019				2020		
Unit Code:	Unit Name	Core/Elective	Hours	Unit Code:	Unit Name	Core/Elective	Hour
TERM THREE.	BLOCK ONE (5 Weeks) – 15 July – 18 August			TERM THREE. B	LOCK ONE (5 Weeks) – 13 July – 16 August		
BSBINM601	Manage knowledge and information	Elective	100	BSBMKG609	Develop a marketing plan	Core	100
TERM TURES	DIOCKTINO (F.W. sky) 40 August 22 Cartershar	Hours	100	TERM TURES	LOCK THO IT World AT Avenue 20 Containing	Hours	100
BSBMGT605	BLOCK TWO (5 Weeks) – 19 August – 22 September Provide leadership across the organisation	Elective	100	BSBMGT616	LOCK TWO (5 Weeks) – 17 August – 20 September Develop and implement strategic plans	Core	100
D3DIVIG1003	Trovide leadership across the organisation	Licetive	100	BSBIVIG1010	Develop and implement strategic plans	Corc	100
		Hours	100			Hours	100
	TERM BREAK				TERM BREAK		
TERM FOUR, I	BLOCK ONE (5 Weeks) – 08 October – 10 November	Flantina.	100	TERM FOUR, BI	OCK ONE (5 Weeks) – 06 October – 08 November		
BSBWHS605	Develop, implement and maintain WHS management systems	Elective	100	BSBMKG605	Evaluate international marketing opportunities	Elective	100
TERM FOUR	DIOCKTINO (F. Washa) 44 Nassanhari 45 Dassanhari	Hours	100	TERM FOUR D	OCKTING (F.Wla) 00 Navarahan 12 Danashan	Hours	100
	BLOCK TWO (5 Weeks) – 11 November – 15 December	Floctivo	100	BSBMKG607	OCK TWO (5 Weeks) – 09 November – 13 December	Flortivo	100
BSBCOM603	Plan and establish compliance management systems	Elective	100	B2BINIKG907	Manage market research	Elective	100
	<u> </u>	Hours	100		<u> </u>	Hours	100
	TERM BREAK				TERM BREAK		
	2020				2021		
TERM ONE, BI	LOCK ONE (5 Weeks) – 28 January – 01 March			TERM ONE, BLO	OCK ONE (5 Weeks) – 25 January – 28 February		
BSBMKG603	Manage the marketing process	Elective	100	BSBINM601	Manage knowledge and information	Elective	100
			400			<u> </u>	400
TERM ONE BI	LOCK TWO (5 Weeks) – 02 March – 05 April	Hours	100	TERM ONE BLO	OCK TWO (5 Weeks) – 01 March – 04 April	Hours	100
BSBMGT608	Manage innovation and continuous improvement	Elective	100	BSBMGT605	Provide leadership across the organisation	Elective	100
	1	Hours	100			Hours	100
	TERM BREAK				TERM BREAK		
TERM TWO, B	SLOCK ONE (5 Weeks) – 20 April – 24 May			TERM TWO, BL	OCK ONE (5 Weeks) – 19 April – 23 May		
BSBADV602	Develop an advertising campaign	Core	100	BSBWHS605	Develop, implement and maintain WHS management	Elective	100
			\vdash		systems		\vdash
		Hours	100		<u> </u>	Hours	100
				TERM TWO, BL	OCK TWO (5 Weeks) – 24 May – 27 June		
TERM TWO, B	SLOCK TWO (5 Weeks) – 25 May – 28 June						
TERM TWO, B	BLOCK TWO (5 Weeks) – 25 May – 28 June Develop and implement a business plan	Elective	100	BSBCOM603	Plan and establish compliance management systems	Elective	100
	1	Elective	100	BSBCOM603	Plan and establish compliance management systems	Elective	100

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Version 3.6

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	2021					2022		
Unit Code:	Unit Name	Core/Elective	Hours	Unit Code:	Unit N	lame	Core/Elective	Hours
TERM THREE,	BLOCK ONE (5 Weeks) – 19 July – 22 August			TERM THREE, B	SLOCK O	NE (5 Weeks) – 18 July – 21 August		
BSBMKG603	Manage the marketing process	Elective	100	BSBINM601	Mana	ge knowledge and information	Elective	100
		Hours	100				Hours	100
	BLOCK TWO (5 Weeks) – 23 August – 26 September	1				WO (5 Weeks) – 22 August – 25 September		1
BSBMGT608	Manage innovation and continuous improvement	Elective	100	BSBMGT605	Provid	de leadership across the organisation	Elective	100
		Hours	100				Hours	100
		nouis	100				Tiours	100
	TERM BREAK					TERM BREAK		
TERM FOUR, E	BLOCK ONE (5 Weeks) – 11 October – 14 November	<u> </u>		TERM FOUR, BI	1	NE (5 Weeks) – 10 October – 13 November lop, implement and maintain WHS management	Elective	100
BSBADV602	Develop an advertising campaign	Core	100	BSBWHS605	syster	•	Liective	100
		Hours	100				Hours	100
BSBMGT617	BLOCK TWO (5 Weeks) – 15 November – 19 December	Elective	100	BSBCOM603	1	VO (5 Weeks) – 14 November – 18 December	Flootivo	100
B3BIVIG1017	Develop and implement a business plan	Elective	100	BSBCOIVIOUS	Plati	and establish compliance management systems	Elective	100
	<u>I</u>	Hours	100				Hours	100
	TERM BREAK					TERM BREAK		
	2022	<u>_</u>				2023		
TERM ONE, BL	OCK ONE (5 Weeks) – 31 January – 06 March			TERM ONE, BLO	OCK ON	E (5 Weeks) – 30 January – 05 March		1
BSBMKG609	Develop a marketing plan	Core	100	BSBMKG603	Mana	ge the marketing process	Elective	100
TERM ONE DI	OCK TWO (F Works) O7 March 10 April	Hours	100	TERM ONE BLO	OCK TIME	O (F Wooks) Of Moreh OO Amril	Hours	100
BSBMGT616	OCK TWO (5 Weeks) – 07 March – 10 April Develop and implement strategic plans	Core	100	BSBMGT608	1	O (5 Weeks) – 06 March – 09 April ge innovation and continuous improvement	Elective	100
35361616		00.0	100	333	- Triana	Se mile region and continuous improvement	2.000.70	100
	I	Hours	100				Hours	100
				`				
	TERM BREAK					TERM BREAK		
TERM TWO, B	LOCK ONE (5 Weeks) – 26 April – 29 May			TERM TWO, BL	OCK ON	IE (5 Weeks) – 24 April – 28 May		
BSBMKG605	Evaluate international marketing opportunities	Elective	100	BSBADV602	Devel	op an advertising campaign	Core	100
		Hours	100				Hours	100
TERM TWO, B	LOCK TWO (5 Weeks) – 30 May – 03 July			TERM TWO, BL	OCK TW	/O (5 Weeks) – 29 May – 02 July		1
BSBMKG607	Manage market research	Elective	100	BSBMGT617	Devel	op and implement a business plan	Elective	100
								<u> </u>
		Hours	100				Hours	100

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Hours 100



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2023

Unit Code:	Unit Name	Core/Elective	Hours			
TERM THREE, BLOCK ONE (5 Weeks) – 17 July – 20 August						
BSBMKG609	Develop a marketing plan	Core	100			
		Hours	100			
TERM THREE, BLOCK TWO (5 Weeks) – 21 August – 24 September						
BSBMGT616	Develop and implement strategic plans	Core	100			

TERM BREAK

TERM FOUR, BLOCK ONE (5 Weeks) – 09 October – 12 November

BSBMKG605	Evaluate international marketing opportunities	Elective	100
Hours		100	

TERM FOUR, BLOCK TWO (5 Weeks) – 13 November – 17 December

BSBMKG607	Manage market research	Elective	100
Hours			100