



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

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

BSBINM601	Manage knowledge and information	Elective	100
Hours			100

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

BSBMGT605	Provide leadership across the organisation	Elective	100
Hours			100

TERM BREAK

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

BSBWHS605	Develop, implement and maintain WHS management systems	Elective	100
Hours			100

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

BSBCOM603	Plan and establish compliance management systems	Elective	100
Hours			100

TERM BREAK

2020

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

BSBMKG603	Manage the marketing process	Elective	100
Hours			100

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

BSBMGT608	Manage innovation and continuous improvement	Elective	100
Hours			100

TERM BREAK

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

BSBADV602	Develop an advertising campaign	Core	100
Hours			100

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

BSBMGT617	Develop and implement a business plan	Elective	100
Hours			100

2020

Unit Code:	Unit Name	Core/Elective	Hours
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TERM THREE, BLOCK ONE (5 Weeks) – 13 July – 16 August

BSBMKG609	Develop a marketing plan	Core	100
Hours			100

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

BSBMGT616	Develop and implement strategic plans	Core	100
Hours			100

TERM BREAK

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

BSBMKG605	Evaluate international marketing opportunities	Elective	100
Hours			100

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

BSBMKG607	Manage market research	Elective	100
Hours			100

TERM BREAK

2021

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

BSBINM601	Manage knowledge and information	Elective	100
Hours			100

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

BSBMGT605	Provide leadership across the organisation	Elective	100
Hours			100

TERM BREAK

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

BSBWHS605	Develop, implement and maintain WHS management systems	Elective	100
Hours			100

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

BSBCOM603	Plan and establish compliance management systems	Elective	100
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 – 22 August

BSBMKG603	Manage the marketing process	Elective	100
Hours			100

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

BSBMGT608	Manage innovation and continuous improvement	Elective	100
Hours			100

TERM BREAK

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

BSBADV602	Develop an advertising campaign	Core	100
Hours			100

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

BSBMGT617	Develop and implement a business plan	Elective	100
Hours			100

TERM BREAK

2022

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

BSBMKG609	Develop a marketing plan	Core	100
Hours			100

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

BSBMGT616	Develop and implement strategic plans	Core	100
Hours			100

TERM BREAK

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

BSBMKG605	Evaluate international marketing opportunities	Elective	100
Hours			100

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

BSBMKG607	Manage market research	Elective	100
Hours			100

2022

Unit Code:	Unit Name	Core/Elective	Hours
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TERM THREE, BLOCK ONE (5 Weeks) – 18 July – 21 August

BSBINM601	Manage knowledge and information	Elective	100
Hours			100

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

BSBMGT605	Provide leadership across the organisation	Elective	100
Hours			100

TERM BREAK

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

BSBWHS605	Develop, implement and maintain WHS management systems	Elective	100
Hours			100

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

BSBCOM603	Plan and establish compliance management systems	Elective	100
Hours			100

TERM BREAK

2023

TERM ONE, BLOCK ONE (5 Weeks) – 30 January – 05 March

BSBMKG603	Manage the marketing process	Elective	100
Hours			100

TERM ONE, BLOCK TWO (5 Weeks) – 06 March – 09 April

BSBMGT608	Manage innovation and continuous improvement	Elective	100
Hours			100

TERM BREAK

TERM TWO, BLOCK ONE (5 Weeks) – 24 April – 28 May

BSBADV602	Develop an advertising campaign	Core	100
Hours			100

TERM TWO, BLOCK TWO (5 Weeks) – 29 May – 02 July

BSBMGT617	Develop and implement a business plan	Elective	100
Hours			100



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2023

Unit Code:	Unit Name	Core/Elective	Hours
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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
		Hours	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