## 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

## **BSB50620 DIPLOMA OF MARKETING AND COMMUNICATION DELIVERY STRUCTURE**

2024				2025				
Unit Code:	Unit Name	Core/Elective	Hours	Unit Code:	Unit Na	me	Core/Elective	Hours
	LOCK ONE (5 Weeks) – 22 January – 25 February		100			(5 Weeks) – 28 January – 02 March	T .	
BSBMKG541	Identify and evaluate marketing opportunities	Core	100	BSBMKG552	Design	and develop marketing communication plans	Core	100
		Hours	100				Hours	100
TERM ONE. BI	LOCK TWO (5 Weeks) – 26 February – 31 March	riours	100	TERM ONE, BLO	OCK TWO	) (5 Weeks) – 03 March – 06 April	riours	100
BSBMKG542	Establish and monitor the marketing mix	Core	100	BSBLDR522 Manage people performance		Elective	100	
						A Property of the Control of the Con		
		Hours	100				Hours	100
	TERM BREAK					TERM BREAK		
					_			
TERM TWO, B	BLOCK ONE (5 Weeks) – 15 April – 19 May			TERM TWO, BL	OCK ONE	(5 Weeks) – 22 April – 25 May		
BSBMKG543	Plan and interpret market research	Elective	100	BSBMKG546	Develo	p social media engagement plans	Elective	100
		Hours	100				Hours	100
TERM TWO, B	SLOCK TWO (5 Weeks) – 20 May – 23 June			TERM TWO, BLOCK TWO (5 Weeks) – 26 May – 29 June		<u> </u>	1	
BSBLDR523	Lead and manage effective workplace relationships	Elective	100	BSBPMG430	Under	take project work	Core	100
		Hours	100				Hours	100
	TERM BREAK				Γ	TERM BREAK		
					L			
TERM THREE,	BLOCK ONE (5 Weeks) – 15 July – 18 August			TERM THREE, B	SLOCK OF	NE (5 Weeks) – 14 July – 17 August		
BSBMKG545	Conduct marketing audits	Elective	100	BSBMKG541	Identif	y and evaluate marketing opportunities	Core	100
		Hours	100				Hours	100
TERM THREE,	BLOCK TWO (5 Weeks) – 19 August – 22 September			TERM THREE, B	SLOCK TV	VO (5 Weeks) – 18 August – 21 September		
				BSBMKG542		1 1 5 0 1 1 2		1
BSBCRT512	Originate and develop concepts	Elective	100	D3DIVIKG342	Establi	sh and monitor the marketing mix	Core	100
BSBCRT512	Originate and develop concepts	Elective	100	BSBIVING542	Establi	sn and monitor the marketing mix	Core	100
BSBCRT512	Originate and develop concepts	Elective Hours		B3BINING342	Establi	sn and monitor the marketing mix	Core	
BSBCRT512	Originate and develop concepts			BSBWKG342	Establi	sn and monitor the marketing mix		
BSBCRT512	Originate and develop concepts  TERM BREAK			555WING342	Establi	TERM BREAK		
BSBCRT512				BJBMNC3-42	Establi			
	TERM BREAK				[ LOCK ON	TERM BREAK		100
TERM FOUR, E	TERM BREAK  BLOCK ONE (5 Weeks) – 08 October – 10 November	Hours	100	TERM FOUR, BI	[ LOCK ON	TERM BREAK E (5 Weeks) – 07 October – 09 November	Hours	100
TERM FOUR, E	TERM BREAK  BLOCK ONE (5 Weeks) – 08 October – 10 November  Write persuasive copy	Hours	100	TERM FOUR, BI BSBMKG543	LOCK ON Plan ar	TERM BREAK  E (5 Weeks) – 07 October – 09 November  and interpret market research	Hours	100
TERM FOUR, E	TERM BREAK  BLOCK ONE (5 Weeks) – 08 October – 10 November  Write persuasive copy  BLOCK TWO (5 Weeks) – 11 November – 15 December	Hours  Core  Hours	100	TERM FOUR, BI	LOCK ON Plan ar	TERM BREAK  E (5 Weeks) – 07 October – 09 November  and interpret market research  O (5 Weeks) – 10 November – 14 December	Hours  Elective  Hours	100
TERM FOUR, E	TERM BREAK  BLOCK ONE (5 Weeks) – 08 October – 10 November  Write persuasive copy	Hours	100	TERM FOUR, BI BSBMKG543	LOCK ON Plan ar	TERM BREAK  E (5 Weeks) – 07 October – 09 November  and interpret market research	Hours	100
TERM FOUR, E BSBMKG555 TERM FOUR, E	TERM BREAK  BLOCK ONE (5 Weeks) – 08 October – 10 November  Write persuasive copy  BLOCK TWO (5 Weeks) – 11 November – 15 December	Hours  Core  Hours	100	TERM FOUR, BI	LOCK ON Plan ar	TERM BREAK  E (5 Weeks) – 07 October – 09 November  and interpret market research  O (5 Weeks) – 10 November – 14 December	Hours  Elective  Hours	100

Page 1 of 2 DOCUMENT NAME: BSB50620 DIPLOMA OF MARKETING AND COMMUNICATION DELIVERY STRUCTURE V4.3.DOCX

Version 4.3

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	2026		
Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, B	LOCK ONE (5 Weeks) – 27 January – 01 March		
BSBMKG545	Conduct marketing audits	Elective	100
		Hours	100
	LOCK TWO (5 Weeks) – 02 March – 05 April	et ii	100
BSBCRT512	Originate and develop concepts	Elective	100
		Haven	100
		Hours	100
	TERM BREAK		
TERM TWO, E	BLOCK ONE (5 Weeks) – 20 April – 24 May	T	
BSBMKG555	Write persuasive copy	Core	100
T-014 T-140 F	NOON THO (T.W. 1. ). 25.24	Hours	100
	BLOCK TWO (5 Weeks) – 25 May – 28 June	e	100
BSBFIN501	Manage budgets and financial plans	Elective	100
		Hours	100
		nours	100
	TERM BREAK		
TERM THREE,	BLOCK ONE (5 Weeks) – 13 July – 16 August		
BSBMKG552	Design and develop marketing communication plans	Core	100
		Hours	100
TERM THREE,	BLOCK TWO (5 Weeks) – 17 August – 20 September	T	
BSBLDR522	Manage people performance	Elective	100
		Hours	100
	TERMA DOS AV		
	TERM BREAK		
TERM FOUR,	BLOCK ONE (5 Weeks) – 06 October – 08 November		
BSBMKG546	Develop social media engagement plans	Elective	100
		Hours	100
TERM FOUR,	BLOCK TWO (5 Weeks) – 09 November – 13 December		
BSBPMG430	Undertake project work	Core	100