## 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

## BSB60520 ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION DELIVERY STRUCTURE

		2025						
Unit Code:	Unit Name	Core/Elective	Hours	Unit Code:	Unit N	lame	Core/Elective	Hours
TERM ONE, BL	OCK ONE (5 Weeks) – 22 January – 25 February			TERM ONE, BLO	CK ON	E (5 Weeks) – 28 January – 02 March		
BSBINS601	Manage knowledge and information	Elective	100	BSBMKG623	Devel	lop marketing plans	Core	100
		Hours	100				Hours	100
	OCK TWO (5 Weeks) – 26 February – 31 March	1			1	O (5 Weeks) – 03 March – 06 April	1	
BSBLDR602	Provide leadership across the organisation	Elective	100	BSBSTR602	Devel	lop organisational strategies	Elective	100
		Hours	100				Hours	100
	TERM BREAK					TERM BREAK		
							<u> </u>	
TERM TWO, BI	OCK ONE (5 Weeks) – 15 April – 19 May	_	,	TERM TWO, BLO	OCK ON	NE (5 Weeks) – 22 April – 25 May	_	1
BSBMKG621	Develop organisational marketing strategy	Core	100	BSBLDR601	Lead	and manage organisational change	Elective	100
TERM TWO DI	OCK TWO (E Wooks) - 20 May - 22 June	Hours	100	TERM TWO DI	OCK TIM	10 (E Wooks) - 26 May - 20 Juno	Hours	100
BSBMKG624	OCK TWO (5 Weeks) – 20 May – 23 June  Manage market research	Elective	100	BSBTWK601		VO (5 Weeks) – 26 May – 29 June  lop and maintain strategic business networks	Core	100
Bobining Co.	The stage state of the stage s		100	5557777651	5000	op and maintain strategie sasiness nethonis	00.0	100
		Hours	100		I		Hours	100
	TERM BREAK					TERM BREAK		
	BLOCK ONE (5 Weeks) – 15 July – 18 August					ONE (5 Weeks) – 14 July – 17 August	1 .	
BSBMKG622	Manage organisational marketing processes	Core	100	BSBINS601	Mana	age knowledge and information	Elective	100
		Hours	100				Hours	100
TERM THREE, BLOCK TWO (5 Weeks) – 19 August – 22 September			100	TERM THREE, B	LOCK T	WO (5 Weeks) – 18 August – 21 September	riouis	
BSBSTR601	Manage innovation and continuous improvement	Elective	100	BSBLDR602	1	de leadership across the organisation	Elective	100
		Hours	100				Hours	100
	TERM BREAK					TERM BREAK		
T-014 FOUR D						NE (E.W. 1.) 07.0 . 1 . 00.0 . 1		
BSBMKG626	LOCK ONE (5 Weeks) – 08 October – 10 November  Develop advertising campaigns	Elective	100	BSBMKG621	1	NE (5 Weeks) – 07 October – 09 November  lop organisational marketing strategy	Core	100
D3DIVING020	Develop advertising campaigns	Licetive	100	BSBIVINGUZI	Devel	op organisational marketing strategy	Corc	100
	<u> </u>	Hours	100		I		Hours	100
TERM FOUR, B	LOCK TWO (5 Weeks) – 11 November – 15 December			TERM FOUR, BL	оск ту	NO (5 Weeks) – 10 November – 14 December		
BSBOPS601	Develop and implement business plans	Elective	100	BSBMKG624	Mana	nge market research	Elective	100
		Hours	100				Hours	100

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	2026		
Unit Code:	Unit Name	Core/Elective	Hou
TERM ONF. F	BLOCK ONE (5 Weeks) – 27 January – 01 March		
BSBMKG622	T	Core	100
202111110022	indiage organisational marketing processes	00.0	
	<u> </u>	Hours	10
TERM ONE, E	BLOCK TWO (5 Weeks) – 02 March – 05 April		
BSBSTR601	Manage innovation and continuous improvement	Elective	10
		Hours	10
	TERM BREAK		
TERM TWO,	BLOCK ONE (5 Weeks) – 20 April – 24 May		
BSBMKG626	Develop advertising campaigns	Elective	10
		Hours	10
TERM TWO,	BLOCK TWO (5 Weeks) – 25 May – 28 June		
BSBOPS601	Develop and implement business plans	Elective	10
		Hours	10
	TERM BREAK		
TERM THREE	, BLOCK ONE (5 Weeks) – 13 July – 16 August		
BSBMKG623	Develop marketing plans	Core	10
		Hours	10
TERM THREE	, BLOCK TWO (5 Weeks) – 17 August – 20 September		
BSBSTR602	Develop organisational strategies	Hours 10  TERM BREAK  S Weeks) – 25 May – 28 June  d implement business plans  Elective  Hours 10  TERM BREAK  (5 Weeks) – 13 July – 16 August  Trekting plans  Core  Hours 10  TERM BREAK  (5 Weeks) – 17 August – 20 September  (5 Weeks) – 17 August – 20 September  (5 Weeks) – 17 August – 20 September  (5 Weeks) – 16 October – 08 November  Dowledge and information  Elective 10  Hours 11  TERM BREAK  10  TERM BREAK	10
		Hours	10
	TERM BREAK		
TERM FOUR,	BLOCK ONE (5 Weeks) – 06 October – 08 November		
		Flective	10
BSBINS601	Manage knowledge and information	Licetive	
BSBINS601	Manage knowledge and information	Elective	
		Hours	10
	BLOCK TWO (5 Weeks) – 09 November – 13 December	Hours	10
TERM FOUR,		Hours	
	BLOCK TWO (5 Weeks) – 09 November – 13 December	Hours	100