



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 |
|------------|-----------|---------------|-------|
|------------|-----------|---------------|-------|

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 |
|------------|-----------|---------------|-------|
|------------|-----------|---------------|-------|

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

| | | | |
|--------------|---------------------------------------|----------|------------|
| BSBINN601 | Lead and manage organisational change | Elective | 100 |
| | | | |
| Hours | | | 100 |

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

| | | | |
|--------------|-------------|----------|------------|
| BSBRK501 | Manage risk | 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 |
|------------|-----------|---------------|-------|
|------------|-----------|---------------|-------|

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

| | | | |
|-----------|---------------------------------------|----------|-----|
| BSBINN601 | Lead and manage organisational change | Elective | 100 |
| | | | |
| Hours | | | 100 |

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

| | | | |
|----------|-------------|----------|-----|
| BSBRK501 | Manage risk | Elective | 100 |
| | | | |
| Hours | | | 100 |

2022

| Unit Code: | Unit Name | Core/Elective | Hours |
|------------|-----------|---------------|-------|
|------------|-----------|---------------|-------|

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 |
|------------|-----------|---------------|-------|
|------------|-----------|---------------|-------|

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

| | | | |
|--------------|---------------------------------------|----------|------------|
| BSBINN601 | Lead and manage organisational change | Elective | 100 |
| | | | |
| Hours | | | 100 |

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

| | | | |
|--------------|-------------|----------|------------|
| BSBR501 | Manage risk | Elective | 100 |
| | | | |
| Hours | | | 100 |