## 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

## BSB40820 CERTIFICATE IV IN MARKETING AND COMMUNICATION DELIVERY STRUCTURE

	2024				ND COMMUNICATION DELIVERY STRUCTURE 2025			
Unit Code:	Unit Name	Core/Elective	Hours	Unit Code:	Unit Name	Core/Elective	Hours	
	-							
TERM ONE, BL	OCK ONE (5 Weeks) – 22 January – 25 February	_		TERM ONE, BLC	OCK ONE (5 Weeks) – 28 January – 02 March			
BSBINS401	Analyse and present research information	Elective	60	BSBINS401	Analyse and present research information	Elective	60	
BSBFIN401	Report on financial activity	Elective	40	BSBFIN401	Report on financial activity	Elective	40	
TERM ONE, BL	.OCK TWO (5 Weeks) – 26 February – 31 March	Hours	100	TERM ONE, BLO	OCK TWO (5 Weeks) – 03 March – 06 April	Hours	100	
BSBMKG433	Undertake marketing activities	Core	100	BSBMKG433	Undertake marketing activities	Core	100	
		Hours	100			Hours	100	
	TERM BREAK				TERM BREAK			
TERM TWO, B	LOCK ONE (5 Weeks) – 15 April – 19 May	1		TERM TWO, BLO	OCK ONE (5 Weeks) – 22 April – 25 May		1	
BSBMKG435	Analyse consumer behaviour	Core	100	BSBMKG435	Analyse consumer behaviour	Core	100	
			100					
TERM TWO, B	LOCK TWO (5 Weeks) – 20 May – 23 June	Hours	100	TERM TWO, BLO	OCK TWO (5 Weeks) – 26 May – 29 June	Hours	100	
BSBMKG439	Develop and apply knowledge of communications industry	Core	60	BSBMKG439	Develop and apply knowledge of communications industry	Core	60	
BSBCMM411	Make presentations	Core	40	BSBCMM411	Make presentations	Core	40	
		Hours	100			Hours	100	
		Hours	100			Hours	100	
	TERM BREAK	Hours	100		TERM BREAK	Hours	100	
TERM THREE,	TERM BREAK  BLOCK ONE (5 Weeks) – 15 July – 18 August	Hours	100	TERM THREE, B		Hours	100	
TERM THREE,		Core	60	TERM THREE, B	TERM BREAK  LOCK ONE (5 Weeks) – 14 July – 17 August  Write complex documents	Hours	60	
	BLOCK ONE (5 Weeks) – 15 July – 18 August				LOCK ONE (5 Weeks) – 14 July – 17 August			
BSBWRT411	BLOCK ONE (5 Weeks) – 15 July – 18 August  Write complex documents	Core	60 40	BSBWRT411	LOCK ONE (5 Weeks) – 14 July – 17 August  Write complex documents	Core	60 40	
BSBWRT411 BSBCRT412	BLOCK ONE (5 Weeks) – 15 July – 18 August  Write complex documents	Core	60 40	BSBWRT411 BSBCRT412	LOCK ONE (5 Weeks) – 14 July – 17 August  Write complex documents	Core	60 40	
BSBWRT411 BSBCRT412	BLOCK ONE (5 Weeks) – 15 July – 18 August  Write complex documents  Articulate, presents and debate ideas	Core	60 40	BSBWRT411 BSBCRT412	Write complex documents  Articulate, presents and debate ideas	Core	60 40	
BSBWRT411 BSBCRT412 TERM THREE,	BLOCK ONE (5 Weeks) – 15 July – 18 August  Write complex documents  Articulate, presents and debate ideas  BLOCK TWO (5 Weeks) – 19 August – 22 September	Core Core Hours	60 40 100	BSBWRT411 BSBCRT412 TERM THREE, B	Write complex documents  Articulate, presents and debate ideas  LOCK TWO (5 Weeks) – 18 August – 21 September	Core Core Hours	60 40 100	
BSBWRT411 BSBCRT412 TERM THREE,	BLOCK ONE (5 Weeks) – 15 July – 18 August  Write complex documents  Articulate, presents and debate ideas  BLOCK TWO (5 Weeks) – 19 August – 22 September	Core Core Hours	60 40 100	BSBWRT411 BSBCRT412 TERM THREE, B	Write complex documents  Articulate, presents and debate ideas  LOCK TWO (5 Weeks) – 18 August – 21 September	Core Core Hours	60 40 100	
BSBWRT411 BSBCRT412 TERM THREE,	BLOCK ONE (5 Weeks) – 15 July – 18 August  Write complex documents  Articulate, presents and debate ideas  BLOCK TWO (5 Weeks) – 19 August – 22 September	Core Core Hours	60 40 100	BSBWRT411 BSBCRT412 TERM THREE, B	Write complex documents  Articulate, presents and debate ideas  LOCK TWO (5 Weeks) – 18 August – 21 September	Core Core Hours	60 40 100	
BSBWRT411 BSBCRT412  TERM THREE, BSBMKG434	BLOCK ONE (5 Weeks) – 15 July – 18 August  Write complex documents  Articulate, presents and debate ideas  BLOCK TWO (5 Weeks) – 19 August – 22 September  Promote products and services  TERM BREAK	Core Core Hours	60 40 100	BSBWRT411 BSBCRT412  TERM THREE, B BSBMKG434	LOCK ONE (5 Weeks) – 14 July – 17 August  Write complex documents  Articulate, presents and debate ideas  LOCK TWO (5 Weeks) – 18 August – 21 September  Promote products and services  TERM BREAK	Core Core Hours	60 40 100	
BSBWRT411 BSBCRT412  TERM THREE, BSBMKG434  TERM FOUR, E	BLOCK ONE (5 Weeks) – 15 July – 18 August  Write complex documents  Articulate, presents and debate ideas  BLOCK TWO (5 Weeks) – 19 August – 22 September  Promote products and services  TERM BREAK  BLOCK ONE (5 Weeks) – 08 October – 10 November	Core Core Hours Elective	60 40 100	BSBWRT411  BSBCRT412  TERM THREE, B  BSBMKG434  TERM FOUR, BL	LOCK ONE (5 Weeks) – 14 July – 17 August  Write complex documents  Articulate, presents and debate ideas  LOCK TWO (5 Weeks) – 18 August – 21 September  Promote products and services  TERM BREAK  OCK ONE (5 Weeks) – 07 October – 09 November	Core Core Hours Elective	60 40 100	
BSBWRT411 BSBCRT412  TERM THREE, BSBMKG434  TERM FOUR, E BSBINS402	BLOCK ONE (5 Weeks) – 15 July – 18 August  Write complex documents  Articulate, presents and debate ideas  BLOCK TWO (5 Weeks) – 19 August – 22 September  Promote products and services  TERM BREAK  BLOCK ONE (5 Weeks) – 08 October – 10 November  Coordinate workplace information systems	Core Core Hours  Elective  Elective	100 100	BSBWRT411 BSBCRT412  TERM THREE, B BSBMKG434  TERM FOUR, BL BSBINS402	LOCK ONE (5 Weeks) – 14 July – 17 August  Write complex documents  Articulate, presents and debate ideas  LOCK TWO (5 Weeks) – 18 August – 21 September  Promote products and services  TERM BREAK  OCK ONE (5 Weeks) – 07 October – 09 November  Coordinate workplace information systems	Core Core Hours  Elective  Elective	60   40   100   100   100	
BSBWRT411 BSBCRT412  TERM THREE, BSBMKG434  TERM FOUR, E	BLOCK ONE (5 Weeks) – 15 July – 18 August  Write complex documents  Articulate, presents and debate ideas  BLOCK TWO (5 Weeks) – 19 August – 22 September  Promote products and services  TERM BREAK  BLOCK ONE (5 Weeks) – 08 October – 10 November	Core Core Hours  Elective  Elective  Elective	100 100 100	BSBWRT411  BSBCRT412  TERM THREE, B  BSBMKG434  TERM FOUR, BL	LOCK ONE (5 Weeks) – 14 July – 17 August  Write complex documents  Articulate, presents and debate ideas  LOCK TWO (5 Weeks) – 18 August – 21 September  Promote products and services  TERM BREAK  OCK ONE (5 Weeks) – 07 October – 09 November	Core Core Hours Elective Elective Elective	60   40   100   100   100   100   60   40	
BSBWRT411 BSBCRT412  TERM THREE, BSBMKG434  TERM FOUR, B BSBINS402 BSBOPS404	BLOCK ONE (5 Weeks) – 15 July – 18 August  Write complex documents  Articulate, presents and debate ideas  BLOCK TWO (5 Weeks) – 19 August – 22 September  Promote products and services  TERM BREAK  BLOCK ONE (5 Weeks) – 08 October – 10 November  Coordinate workplace information systems  Implement customer service strategies	Core Core Hours  Elective  Elective	100 100 100	BSBWRT411  BSBCRT412  TERM THREE, B  BSBMKG434  TERM FOUR, BL  BSBINS402  BSBOPS404	LOCK ONE (5 Weeks) – 14 July – 17 August  Write complex documents  Articulate, presents and debate ideas  LOCK TWO (5 Weeks) – 18 August – 21 September  Promote products and services  TERM BREAK  OCK ONE (5 Weeks) – 07 October – 09 November  Coordinate workplace information systems  Implement customer service strategies	Core Core Hours  Elective  Elective	60 40 100 100 100 60 40	
BSBWRT411 BSBCRT412  TERM THREE, BSBMKG434  TERM FOUR, B BSBINS402 BSBOPS404	BLOCK ONE (5 Weeks) – 15 July – 18 August  Write complex documents  Articulate, presents and debate ideas  BLOCK TWO (5 Weeks) – 19 August – 22 September  Promote products and services  TERM BREAK  BLOCK ONE (5 Weeks) – 08 October – 10 November  Coordinate workplace information systems  Implement customer service strategies  BLOCK TWO (5 Weeks) – 11 November – 15 December  Apply marketing communication across a convergent	Core Core Hours  Elective  Elective  Elective	100 100 100	BSBWRT411  BSBCRT412  TERM THREE, B  BSBMKG434  TERM FOUR, BL  BSBINS402  BSBOPS404	LOCK ONE (5 Weeks) – 14 July – 17 August  Write complex documents  Articulate, presents and debate ideas  LOCK TWO (5 Weeks) – 18 August – 21 September  Promote products and services  TERM BREAK  OCK ONE (5 Weeks) – 07 October – 09 November  Coordinate workplace information systems  Implement customer service strategies  OCK TWO (5 Weeks) – 10 November – 14 December  Apply marketing communication across a convergent	Core Core Hours Elective Elective Elective	60	
BSBWRT411 BSBCRT412  TERM THREE, BSBMKG434  TERM FOUR, E BSBINS402 BSBOPS404  TERM FOUR, E	BLOCK ONE (5 Weeks) – 15 July – 18 August  Write complex documents  Articulate, presents and debate ideas  BLOCK TWO (5 Weeks) – 19 August – 22 September  Promote products and services  TERM BREAK  BLOCK ONE (5 Weeks) – 08 October – 10 November  Coordinate workplace information systems  Implement customer service strategies  BLOCK TWO (5 Weeks) – 11 November – 15 December	Core Core Hours  Elective  Elective Elective Hours	60 40 100 100 100	BSBWRT411  BSBCRT412  TERM THREE, B  BSBMKG434  TERM FOUR, BL  BSBINS402  BSBOPS404  TERM FOUR, BL	LOCK ONE (5 Weeks) – 14 July – 17 August  Write complex documents  Articulate, presents and debate ideas  LOCK TWO (5 Weeks) – 18 August – 21 September  Promote products and services  TERM BREAK  OCK ONE (5 Weeks) – 07 October – 09 November  Coordinate workplace information systems  Implement customer service strategies  OCK TWO (5 Weeks) – 10 November – 14 December	Core Core Hours  Elective  Elective Elective Hours	60   40   100   100   100   60   40   100	

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