



# 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

Unit Code:	Unit Name	Core/Elective	Hours
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#### TERM ONE, BLOCK ONE (5 Weeks) – 22 January – 25 February

BSBMKG541	Identify and evaluate marketing opportunities	Core	100
<b>Hours</b>			<b>100</b>

#### TERM ONE, BLOCK TWO (5 Weeks) – 26 February – 31 March

BSBMKG542	Establish and monitor the marketing mix	Core	100
<b>Hours</b>			<b>100</b>

TERM BREAK

#### TERM TWO, BLOCK ONE (5 Weeks) – 15 April – 19 May

BSBMKG543	Plan and interpret market research	Elective	100
<b>Hours</b>			<b>100</b>

#### TERM TWO, BLOCK TWO (5 Weeks) – 20 May – 23 June

BSBLDR523	Lead and manage effective workplace relationships	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

#### TERM THREE, BLOCK ONE (5 Weeks) – 15 July – 18 August

BSBMKG545	Conduct marketing audits	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBCRT512	Originate and develop concepts	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

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

BSBMKG555	Write persuasive copy	Core	100
<b>Hours</b>			<b>100</b>

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

BSBFIN501	Manage budgets and financial plans	Elective	100
<b>Hours</b>			<b>100</b>

### 2025

Unit Code:	Unit Name	Core/Elective	Hours
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#### TERM ONE, BLOCK ONE (5 Weeks) – 28 January – 02 March

BSBMKG552	Design and develop marketing communication plans	Core	100
<b>Hours</b>			<b>100</b>

#### TERM ONE, BLOCK TWO (5 Weeks) – 03 March – 06 April

BSBLDR522	Manage people performance	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

#### TERM TWO, BLOCK ONE (5 Weeks) – 22 April – 25 May

BSBMKG546	Develop social media engagement plans	Elective	100
<b>Hours</b>			<b>100</b>

#### TERM TWO, BLOCK TWO (5 Weeks) – 26 May – 29 June

BSBPMG430	Undertake project work	Core	100
<b>Hours</b>			<b>100</b>

TERM BREAK

#### TERM THREE, BLOCK ONE (5 Weeks) – 14 July – 17 August

BSBMKG541	Identify and evaluate marketing opportunities	Core	100
<b>Hours</b>			<b>100</b>

#### TERM THREE, BLOCK TWO (5 Weeks) – 18 August – 21 September

BSBMKG542	Establish and monitor the marketing mix	Core	100
<b>Hours</b>			<b>100</b>

TERM BREAK

#### TERM FOUR, BLOCK ONE (5 Weeks) – 07 October – 09 November

BSBMKG543	Plan and interpret market research	Elective	100
<b>Hours</b>			<b>100</b>

#### TERM FOUR, BLOCK TWO (5 Weeks) – 10 November – 14 December

BSBLDR523	Lead and manage effective workplace relationships	Elective	100
<b>Hours</b>			<b>100</b>



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## 2026

Unit Code:	Unit Name	Core/Elective	Hours
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### TERM ONE, BLOCK ONE (5 Weeks) – 27 January – 01 March

BSBMKG545	Conduct marketing audits	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBCRT512	Originate and develop concepts	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

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

BSBMKG555	Write persuasive copy	Core	100
<b>Hours</b>			<b>100</b>

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

BSBFIN501	Manage budgets and financial plans	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

### TERM THREE, BLOCK ONE (5 Weeks) – 13 July – 16 August

BSBMKG552	Design and develop marketing communication plans	Core	100
<b>Hours</b>			<b>100</b>

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

BSBLDR522	Manage people performance	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

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

BSBMKG546	Develop social media engagement plans	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBPMG430	Undertake project work	Core	100
<b>Hours</b>			<b>100</b>