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BSB60520 ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION DELIVERY STRUCTURE

2024

Unit Code:	Unit Name	Core/Elective	Hours

TERM ONE, BLOCK ONE (5 Weeks) – 22 January – 25 February

Unit Code	Unit Name	Core/Elective	Hours
BSBINS601	Manage knowledge and information	Elective	100
		Hours	100

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

Unit Code	Unit Name	Core/Elective	Hours
BSBLDR602	Provide leadership across the organisation	Elective	100
		Hours	100

TERM BREAK

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

Unit Code	Unit Name	Core/Elective	Hours
BSBMKG621	Develop organisational marketing strategy	Core	100
		Hours	100

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

Unit Code	Unit Name	Core/Elective	Hours
BSBMKG624	Manage market research	Elective	100
		Hours	100

TERM BREAK

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

Unit Code	Unit Name	Core/Elective	Hours
BSBMKG622	Manage organisational marketing processes	Core	100
		Hours	100

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

Unit Code	Unit Name	Core/Elective	Hours
BSBSTR601	Manage innovation and continuous improvement	Elective	100
		Hours	100

TERM BREAK

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

Unit Code	Unit Name	Core/Elective	Hours
BSBMKG626	Develop advertising campaigns	Elective	100
		Hours	100

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

Unit Code	Unit Name	Core/Elective	Hours
BSBOPS601	Develop and implement business plans	Elective	100
		Hours	100

2025

Unit Code:	Unit Name	Core/Elective	Hours

TERM ONE, BLOCK ONE (5 Weeks) – 28 January – 02 March

Unit Code	Unit Name	Core/Elective	Hours
BSBMKG623	Develop marketing plans	Core	100
		Hours	100

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

Unit Code	Unit Name	Core/Elective	Hours
BSBSTR602	Develop organisational strategies	Elective	100
		Hours	100

TERM BREAK

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

Unit Code	Unit Name	Core/Elective	Hours
BSBLDR601	Lead and manage organisational change	Elective	100
		Hours	100

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

Unit Code	Unit Name	Core/Elective	Hours
BSBTWK601	Develop and maintain strategic business networks	Core	100
		Hours	100

TERM BREAK

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

Unit Code	Unit Name	Core/Elective	Hours
BSBINS601	Manage knowledge and information	Elective	100
		Hours	100

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

Unit Code	Unit Name	Core/Elective	Hours
BSBLDR602	Provide leadership across the organisation	Elective	100
		Hours	100

TERM BREAK

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

Unit Code	Unit Name	Core/Elective	Hours
BSBMKG621	Develop organisational marketing strategy	Core	100
		Hours	100

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

Unit Code	Unit Name	Core/Elective	Hours
BSBMKG624	Manage market research	Elective	100
		Hours	100

2026

Unit Code:	Unit Name	Core/Elective	Hours

TERM ONE, BLOCK ONE (5 Weeks) – 27 January – 01 March

BSBMKG622	Manage organisational marketing processes	Core	100
		Hours	**100**

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

BSBSTR601	Manage innovation and continuous improvement	Elective	100
		Hours	**100**

TERM BREAK

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

BSBMKG626	Develop advertising campaigns	Elective	100
		Hours	**100**

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

BSBOPS601	Develop and implement business plans	Elective	100
		Hours	**100**

TERM BREAK

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

BSBMKG623	Develop marketing plans	Core	100
		Hours	**100**

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

BSBSTR602	Develop organisational strategies	Elective	100
		Hours	**100**

TERM BREAK

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

BSBINS601	Manage knowledge and information	Elective	100
		Hours	**100**

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

BSBLDR602	Provide leadership across the organisation	Elective	100
		Hours	**100**