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

	2024				2025		
Jnit Code:	Unit Name	Core/Elective	Hours	Unit Code:	Unit Name	Core/Elective	Но
ERM ONE, BI	LOCK ONE (5 Weeks) – 22 January – 25 February			TERM ONE, BL	OCK ONE (5 Weeks) – 28 January – 02 March		
SBINS601	Manage knowledge and information	Elective	100	BSBMKG623	Develop marketing plans	Core	10
		Hours	100		•	Hours	10
	LOCK TWO (5 Weeks) – 26 February – 31 March	T	T 1		OCK TWO (5 Weeks) – 03 March – 06 April	<u> </u>	1
3SBLDR602	Provide leadership across the organisation	Elective	100	BSBSTR602	Develop organisational strategies	Elective	10
		Hours	100			Hours	10
	TERM BREAK				TERM BREAK		
TERM TWO, B	SLOCK ONE (5 Weeks) – 15 April – 19 May	1		TERM TWO, BL	OCK ONE (5 Weeks) – 22 April – 25 May	1	
BSBMKG621	Develop organisational marketing strategy	Core	100	BSBLDR601	Lead and manage organisational change	Elective	10
		<u> </u>	400				-
TERM TWO. B	SLOCK TWO (5 Weeks) – 20 May – 23 June	Hours	100	TERM TWO. BL	OCK TWO (5 Weeks) – 26 May – 29 June	Hours	10
BSBMKG624	Manage market research	Elective	100	BSBTWK601	Develop and maintain strategic business networks	Core	10
	1	Hours	100			Hours	10
	TERM BREAK				TERM BREAK		
TEDM TUDES				TEDM TUDES			
	BLOCK ONE (5 Weeks) – 15 July – 18 August	Core	100		BLOCK ONE (5 Weeks) – 14 July – 17 August	Flective	10
		Core	100	TERM THREE, E		Elective	100
	BLOCK ONE (5 Weeks) – 15 July – 18 August	Core			BLOCK ONE (5 Weeks) – 14 July – 17 August	Elective	100
BSBMKG622	BLOCK ONE (5 Weeks) – 15 July – 18 August			BSBINS601	BLOCK ONE (5 Weeks) – 14 July – 17 August		
BSBMKG622 TERM THREE,	BLOCK ONE (5 Weeks) – 15 July – 18 August Manage organisational marketing processes			BSBINS601	BLOCK ONE (5 Weeks) – 14 July – 17 August Manage knowledge and information		100
BSBMKG622 TERM THREE,	BLOCK ONE (5 Weeks) – 15 July – 18 August Manage organisational marketing processes BLOCK TWO (5 Weeks) – 19 August – 22 September	Hours	100	BSBINS601 TERM THREE, E	BLOCK ONE (5 Weeks) – 14 July – 17 August Manage knowledge and information BLOCK TWO (5 Weeks) – 18 August – 21 September	Hours	100
BSBMKG622 TERM THREE,	BLOCK ONE (5 Weeks) – 15 July – 18 August Manage organisational marketing processes BLOCK TWO (5 Weeks) – 19 August – 22 September	Hours	100	BSBINS601 TERM THREE, E	BLOCK ONE (5 Weeks) – 14 July – 17 August Manage knowledge and information BLOCK TWO (5 Weeks) – 18 August – 21 September	Hours	100
BSBMKG622 TERM THREE,	BLOCK ONE (5 Weeks) – 15 July – 18 August Manage organisational marketing processes BLOCK TWO (5 Weeks) – 19 August – 22 September	Hours	100	BSBINS601 TERM THREE, E	BLOCK ONE (5 Weeks) – 14 July – 17 August Manage knowledge and information BLOCK TWO (5 Weeks) – 18 August – 21 September	Hours	100
BSBMKG622 TERM THREE, BSBSTR601	BLOCK ONE (5 Weeks) – 15 July – 18 August Manage organisational marketing processes BLOCK TWO (5 Weeks) – 19 August – 22 September Manage innovation and continuous improvement	Hours	100	TERM THREE, E BSBLDR602	BLOCK ONE (5 Weeks) – 14 July – 17 August Manage knowledge and information BLOCK TWO (5 Weeks) – 18 August – 21 September Provide leadership across the organisation	Hours	10
FERM THREE, BSBSTR601	BLOCK ONE (5 Weeks) – 15 July – 18 August Manage organisational marketing processes BLOCK TWO (5 Weeks) – 19 August – 22 September Manage innovation and continuous improvement TERM BREAK	Hours	100	TERM THREE, E BSBLDR602	Manage knowledge and information BLOCK TWO (5 Weeks) – 18 August – 21 September Provide leadership across the organisation TERM BREAK	Hours	100
EERM THREE,	BLOCK ONE (5 Weeks) – 15 July – 18 August Manage organisational marketing processes BLOCK TWO (5 Weeks) – 19 August – 22 September Manage innovation and continuous improvement TERM BREAK BLOCK ONE (5 Weeks) – 08 October – 10 November	Hours Elective Hours	100	BSBINS601 TERM THREE, E BSBLDR602 TERM FOUR, B	Manage knowledge and information BLOCK TWO (5 Weeks) – 18 August – 21 September Provide leadership across the organisation TERM BREAK LOCK ONE (5 Weeks) – 07 October – 09 November	Hours Elective Hours	100
TERM THREE, 3SBSTR601 TERM FOUR, E	BLOCK ONE (5 Weeks) – 15 July – 18 August Manage organisational marketing processes BLOCK TWO (5 Weeks) – 19 August – 22 September Manage innovation and continuous improvement TERM BREAK BLOCK ONE (5 Weeks) – 08 October – 10 November Develop advertising campaigns	Hours Elective Hours	100	BSBINS601 TERM THREE, E BSBLDR602 TERM FOUR, B BSBMKG621	BLOCK ONE (5 Weeks) – 14 July – 17 August Manage knowledge and information BLOCK TWO (5 Weeks) – 18 August – 21 September Provide leadership across the organisation TERM BREAK LOCK ONE (5 Weeks) – 07 October – 09 November Develop organisational marketing strategy	Hours Elective Hours	100
FERM FOUR, E	BLOCK ONE (5 Weeks) – 15 July – 18 August Manage organisational marketing processes BLOCK TWO (5 Weeks) – 19 August – 22 September Manage innovation and continuous improvement TERM BREAK BLOCK ONE (5 Weeks) – 08 October – 10 November Develop advertising campaigns	Hours Elective Hours Elective Hours	100 100 100	BSBINS601 TERM THREE, E BSBLDR602 TERM FOUR, B BSBMKG621 TERM FOUR, B	BLOCK ONE (5 Weeks) – 14 July – 17 August Manage knowledge and information BLOCK TWO (5 Weeks) – 18 August – 21 September Provide leadership across the organisation TERM BREAK LOCK ONE (5 Weeks) – 07 October – 09 November Develop organisational marketing strategy LOCK TWO (5 Weeks) – 10 November – 14 December	Hours Elective Hours Core	100 100 100 100 100 100 100 100 100 100
TERM THREE, BSBSTR601 TERM FOUR, E BSBMKG626	BLOCK ONE (5 Weeks) – 15 July – 18 August Manage organisational marketing processes BLOCK TWO (5 Weeks) – 19 August – 22 September Manage innovation and continuous improvement TERM BREAK BLOCK ONE (5 Weeks) – 08 October – 10 November Develop advertising campaigns	Hours Elective Hours	100	BSBINS601 TERM THREE, E BSBLDR602 TERM FOUR, B BSBMKG621	BLOCK ONE (5 Weeks) – 14 July – 17 August Manage knowledge and information BLOCK TWO (5 Weeks) – 18 August – 21 September Provide leadership across the organisation TERM BREAK LOCK ONE (5 Weeks) – 07 October – 09 November Develop organisational marketing strategy	Hours Elective Hours Core	100
TERM THREE, BSBSTR601 TERM FOUR, E BSBMKG626	BLOCK ONE (5 Weeks) – 15 July – 18 August Manage organisational marketing processes BLOCK TWO (5 Weeks) – 19 August – 22 September Manage innovation and continuous improvement TERM BREAK BLOCK ONE (5 Weeks) – 08 October – 10 November Develop advertising campaigns	Hours Elective Hours Elective Hours	100 100 100 100	BSBINS601 TERM THREE, E BSBLDR602 TERM FOUR, B BSBMKG621 TERM FOUR, B	BLOCK ONE (5 Weeks) – 14 July – 17 August Manage knowledge and information BLOCK TWO (5 Weeks) – 18 August – 21 September Provide leadership across the organisation TERM BREAK LOCK ONE (5 Weeks) – 07 October – 09 November Develop organisational marketing strategy LOCK TWO (5 Weeks) – 10 November – 14 December	Hours Elective Hours Core	

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	2026		
Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, B	LOCK ONE (5 Weeks) – 27 January – 01 March		
BSBMKG622	Manage organisational marketing processes	Core	100
		Hours	100
TERM ONE, B	LOCK TWO (5 Weeks) – 02 March – 05 April		
BSBSTR601	Manage innovation and continuous improvement	Elective	100
		Hours	100
	TERM BREAK		
	BLOCK ONE (5 Weeks) – 20 April – 24 May	<u> </u>	
BSBMKG626	Develop advertising campaigns	Elective	100
		Hours	100
	BLOCK TWO (5 Weeks) – 25 May – 28 June		
BSBOPS601	Develop and implement business plans	Elective	100
		Hours	100
	TERM BREAK		
	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