



Magill College Pty Ltd Trading as Magill College Sydney

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BSB40820 CERTIFICATE IV IN 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

BSBINS401	Analyse and present research information	Elective	60
BSBFIN401	Report on financial activity	Elective	40
			Hours
			100

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

BSBMKG433	Undertake marketing activities	Core	100
			Hours
			100

TERM BREAK

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

BSBMKG435	Analyse consumer behaviour	Core	100
			Hours
			100

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

BSBMKG439	Develop and apply knowledge of communications industry	Core	60
BSBCMM411	Make presentations	Core	40
			Hours
			100

TERM BREAK

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

BSBWRT411	Write complex documents	Core	60
BSBCRT412	Articulate, presents and debate ideas	Core	40
			Hours
			100

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

BSBMKG434	Promote products and services	Elective	100
			Hours
			100

TERM BREAK

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

BSBINS402	Coordinate workplace information systems	Elective	60
BSBOPS404	Implement customer service strategies	Elective	40
			Hours
			100

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

BSBMKG440	Apply marketing communication across a convergent industry	Elective	100
			Hours
			100

2025

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

BSBINS401	Analyse and present research information	Elective	60
BSBFIN401	Report on financial activity	Elective	40
			Hours
			100

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

BSBMKG433	Undertake marketing activities	Core	100
			Hours
			100

TERM BREAK

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

BSBMKG435	Analyse consumer behaviour	Core	100
			Hours
			100

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

BSBMKG439	Develop and apply knowledge of communications industry	Core	60
BSBCMM411	Make presentations	Core	40
			Hours
			100

TERM BREAK

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

BSBWRT411	Write complex documents	Core	60
BSBCRT412	Articulate, presents and debate ideas	Core	40
			Hours
			100

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

BSBMKG434	Promote products and services	Elective	100
			Hours
			100

TERM BREAK

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

BSBINS402	Coordinate workplace information systems	Elective	60
BSBOPS404	Implement customer service strategies	Elective	40
			Hours
			100

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

BSBMKG440	Apply marketing communication across a convergent industry	Elective	100
			Hours
			100