



# 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

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

BSBINS601	Manage knowledge and information	Elective	100
Hours			100

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

BSBLDR602	Provide leadership across the organisation	Elective	100
Hours			100

TERM BREAK

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

BSBMKG621	Develop organisational marketing strategy	Core	100
Hours			100

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

BSBMKG624	Manage market research	Elective	100
Hours			100

TERM BREAK

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

BSBMKG622	Manage organisational marketing processes	Core	100
Hours			100

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

BSBSTR601	Manage innovation and continuous improvement	Elective	100
Hours			100

TERM BREAK

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

BSBMKG626	Develop advertising campaigns	Elective	100
Hours			100

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

BSBOPS601	Develop and implement business plans	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

BSBMKG623	Develop marketing plans	Core	100
Hours			100

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

BSBSTR602	Develop organisational strategies	Elective	100
Hours			100

TERM BREAK

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

BSBLDR601	Lead and manage organisational change	Elective	100
Hours			100

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

BSBTWK601	Develop and maintain strategic business networks	Core	100
Hours			100

TERM BREAK

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

BSBINS601	Manage knowledge and information	Elective	100
Hours			100

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

BSBLDR602	Provide leadership across the organisation	Elective	100
Hours			100

TERM BREAK

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

BSBMKG621	Develop organisational marketing strategy	Core	100
Hours			100

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

BSBMKG624	Manage market research	Elective	100
Hours			100



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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

BSBMKG622	Manage organisational marketing processes	Core	100
<b>Hours</b>			<b>100</b>

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

BSBSTR601	Manage innovation and continuous improvement	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

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

BSBMKG626	Develop advertising campaigns	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBOPS601	Develop and implement business plans	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

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

BSBMKG623	Develop marketing plans	Core	100
<b>Hours</b>			<b>100</b>

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

BSBSTR602	Develop organisational strategies	Elective	100
<b>Hours</b>			<b>100</b>

TERM BREAK

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

BSBINS601	Manage knowledge and information	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBLDR602	Provide leadership across the organisation	Elective	100
<b>Hours</b>			<b>100</b>