



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

BSB52415 DIPLOMA OF MARKETING AND COMMUNICATION DELIVERY STRUCTURE

2018

Unit Code:	Unit Name	Core/Elective	Hours
------------	-----------	---------------	-------

TERM ONE, BLOCK ONE (5 Weeks) – 22 January – 24 February

BSBMKG501	Identify and evaluate marketing opportunities	Elective	100
Hours			100

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

BSBMKG502	Establish and adjust the marketing mix	Elective	100
Hours			100

TERM BREAK

TERM TWO, BLOCK ONE (5 Weeks) – 16 April – 19 May

BSBMKG506	Plan market research	Elective	100
Hours			100

TERM TWO, BLOCK TWO (5 Weeks) – 21 May – 23 June

BSBMKG507	Interpret market trends and developments	Core	100
Hours			100

TERM BREAK

TERM THREE, BLOCK ONE (5 Weeks) – 16 July – 18 August

BSBMKG515	Conduct a marketing audit	Elective	100
Hours			100

TERM THREE, BLOCK TWO (5 Weeks) – 20 August – 22 September

BSBCRT501	Originate and develop concepts	Elective	100
Hours			100

TERM BREAK

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

BSBLDR502	Lead and manage effective workplace relationships	Elective	100
Hours			100

TERM FOUR, BLOCK TWO (5 Weeks) – 12 November – 15 December

BSBFIM501	Manage budgets and financial plans	Elective	100
Hours			100

2019

Unit Code:	Unit Name	Core/Elective	Hours
------------	-----------	---------------	-------

TERM ONE, BLOCK ONE (5 Weeks) – 29 January – 02 March

BSBMKG523	Design and develop an integrated marketing communication plan	Core	100
Hours			100

TERM ONE, BLOCK TWO (5 Weeks) – 04 March – 06 April

BSBADV507	Develop a media plan	Elective	100
Hours			100

TERM BREAK

TERM TWO, BLOCK ONE (5 Weeks) – 23 April – 25 May

BSBADV509	Create mass print media advertisements	Elective	100
Hours			100

TERM TWO, BLOCK TWO (5 Weeks) – 27 May – 29 June

BSBPMG522	Undertake project work	Core	100
Hours			100

TERM BREAK

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

BSBMKG501	Identify and evaluate marketing opportunities	Elective	100
Hours			100

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

BSBMKG502	Establish and adjust the marketing mix	Elective	100
Hours			100

TERM BREAK

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

BSBMKG506	Plan market research	Elective	100
Hours			100

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

BSBMKG507	Interpret market trends and developments	Core	100
Hours			100



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

2020

Unit Code:	Unit Name	Core/Elective	Hours
------------	-----------	---------------	-------

TERM ONE, BLOCK ONE (5 Weeks) – 28 January – 01 March

BSBMKG515	Conduct a marketing audit	Elective	100
Hours			100

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

BSBCRT501	Originate and develop concepts	Elective	100
Hours			100

TERM BREAK

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

BSBLDR502	Lead and manage effective workplace relationships	Elective	100
Hours			100

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

BSBFIM501	Manage budgets and financial plans	Elective	100
Hours			100

TERM BREAK

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

BSBMKG523	Design and develop an integrated marketing communication plan	Core	100
Hours			100

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

BSBADV507	Develop a media plan	Elective	100
Hours			100

TERM BREAK

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

BSBADV509	Create mass print media advertisements	Elective	100
Hours			100

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

BSBPMG522	Undertake project work	Core	100
Hours			100

2021

Unit Code:	Unit Name	Core/Elective	Hours
------------	-----------	---------------	-------

TERM ONE, BLOCK ONE (5 Weeks) – 25 January – 28 February

BSBMKG501	Identify and evaluate marketing opportunities	Elective	100
Hours			100

TERM ONE, BLOCK TWO (5 Weeks) – 01 March – 04 April

BSBMKG502	Establish and adjust the marketing mix	Elective	100
Hours			100

TERM BREAK

TERM TWO, BLOCK ONE (5 Weeks) – 19 April – 23 May

BSBMKG506	Plan market research	Elective	100
Hours			100

TERM TWO, BLOCK TWO (5 Weeks) – 24 May – 27 June

BSBMKG507	Interpret market trends and developments	Core	100
Hours			100

TERM BREAK

TERM THREE, BLOCK ONE (5 Weeks) – 19 July – 22 August

BSBMKG515	Conduct a marketing audit	Elective	100
Hours			100

TERM THREE, BLOCK TWO (5 Weeks) – 23 August – 26 September

BSBCRT501	Originate and develop concepts	Elective	100
Hours			100

TERM BREAK

TERM FOUR, BLOCK ONE (5 Weeks) – 11 October – 14 November

BSBWRT501	Write persuasive copy	Elective	100
Hours			100

TERM FOUR, BLOCK TWO (5 Weeks) – 15 November – 19 December

BSBFIM501	Manage budgets and financial plans	Elective	100
Hours			100



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

2022

Unit Code:	Unit Name	Core/Elective	Hours
------------	-----------	---------------	-------

TERM ONE, BLOCK ONE (5 Weeks) – 31 January – 06 March

BSBMKG523	Design and develop an integrated marketing communication plan	Core	100
Hours			100

TERM ONE, BLOCK TWO (5 Weeks) – 07 March – 10 April

BSBADV507	Develop a media plan	Elective	100
Hours			100

TERM BREAK

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

BSBADV509	Create mass print media advertisements	Elective	100
Hours			100

TERM TWO, BLOCK TWO (5 Weeks) – 30 May – 03 July

BSBPMG522	Undertake project work	Core	100
Hours			100

TERM BREAK

TERM THREE, BLOCK ONE (5 Weeks) – 18 July – 21 August

BSBMKG501	Identify and evaluate marketing opportunities	Elective	100
Hours			100

TERM THREE, BLOCK TWO (5 Weeks) – 22 August – 25 September

BSBMKG502	Establish and adjust the marketing mix	Elective	100
Hours			100

TERM BREAK

TERM FOUR, BLOCK ONE (5 Weeks) – 10 October – 13 November

BSBMKG506	Plan market research	Elective	100
Hours			

TERM FOUR, BLOCK TWO (5 Weeks) – 14 November – 18 December

BSBMKG507	Interpret market trends and developments	Core	100
Hours			100

2023

Unit Code:	Unit Name	Core/Elective	Hours
------------	-----------	---------------	-------

TERM ONE, BLOCK ONE (5 Weeks) – 30 January – 05 March

BSBMKG515	Conduct a marketing audit	Elective	100
Hours			100

TERM ONE, BLOCK TWO (5 Weeks) – 06 March – 09 April

BSBCRT501	Originate and develop concepts	Elective	100
Hours			100

TERM BREAK

TERM TWO, BLOCK ONE (5 Weeks) – 24 April – 28 May

BSBWRT501	Write persuasive copy	Elective	100
Hours			100

TERM TWO, BLOCK TWO (5 Weeks) – 29 May – 02 July

BSBFIM501	Manage budgets and financial plans	Elective	100
Hours			100

TERM BREAK

TERM THREE, BLOCK ONE (5 Weeks) – 17 July – 20 August

BSBMKG523	Design and develop an integrated marketing communication plan	Core	100
Hours			100

TERM THREE, BLOCK TWO (5 Weeks) – 21 August – 24 September

BSBADV507	Develop a media plan	Elective	100
Hours			100

TERM BREAK

TERM FOUR, BLOCK ONE (5 Weeks) – 9 October – 12 November

BSBADV509	Create mass print media advertisements	Elective	100
Hours			100

TERM FOUR, BLOCK TWO (5 Weeks) – 13 November – 17 December

BSBPMG522	Undertake project work	Core	100
Hours			100