



# 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

## BSB40820 CERTIFICATE IV IN MARKETING AND COMMUNICATION DELIVERY STRUCTURE

### 2021

Unit Code:	Unit Name	Core/Elective	Hours
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#### TERM THREE, BLOCK ONE (5 Weeks) – 19 July – 22 August

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

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

BSBMKG434	Promote products and services	Elective	100
			<b>Hours 100</b>

TERM BREAK

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

BSBINS402	Coordinate workplace information systems	Elective	60
BSBOPS404	Implement customer service strategies	Elective	40
			<b>Hours 100</b>

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

BSBMKG440	Apply marketing communication across a convergent industry	Elective	100
			<b>Hours 100</b>

TERM BREAK

### 2022

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

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

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

BSBMKG433	Undertake marketing activities	Core	100
			<b>Hours 100</b>

TERM BREAK

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

BSBMKG435	Analyse consumer behaviour	Core	100
			<b>Hours 100</b>

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

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

### 2022

Unit Code:	Unit Name	Core/Elective	Hours
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#### TERM THREE, BLOCK ONE (5 Weeks) – 18 July – 21 August

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

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

BSBMKG434	Promote products and services	Elective	100
			<b>Hours 100</b>

TERM BREAK

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

BSBINS402	Coordinate workplace information systems	Elective	60
BSBOPS404	Implement customer service strategies	Elective	40
			<b>Hours 100</b>

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

BSBMKG440	Apply marketing communication across a convergent industry	Elective	100
			<b>Hours 100</b>

TERM BREAK

### 2023

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

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

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

BSBMKG433	Undertake marketing activities	Core	100
			<b>Hours 100</b>

TERM BREAK

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

BSBMKG435	Analyse consumer behaviour	Core	100
			<b>Hours 100</b>

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

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



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## 2023

Unit Code:	Unit Name	Core/Elective	Hours
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### TERM THREE, BLOCK ONE (5 Weeks) – 17 July – 20 August

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

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

BSBMKG434	Promote products and services	Elective	100
Hours			100

TERM BREAK

### TERM FOUR, BLOCK ONE (5 Weeks) – 09 October – 12 November

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

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

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

TERM BREAK

2024

### 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

## 2024

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

TERM BREAK

2025

### 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