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BSB60520 ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION DELIVERY STRUCTURE

2023

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

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

| | | | |
|--------------|-------------------------|------|------------|
| BSBMKG623 | Develop marketing plans | Core | 100 |
| | | | |
| Hours | | | 100 |

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

| | | | |
|--------------|-----------------------------------|----------|------------|
| BSBSTR602 | Develop organisational strategies | Elective | 100 |
| | | | |
| Hours | | | 100 |

TERM BREAK

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

| | | | |
|--------------|---------------------------------------|----------|------------|
| BSBLDR601 | Lead and manage organisational change | Elective | 100 |
| | | | |
| Hours | | | 100 |

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

| | | | |
|--------------|--|------|------------|
| BSBTWK601 | Develop and maintain strategic business networks | Core | 100 |
| | | | |
| Hours | | | 100 |

TERM BREAK

2024

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 |

2024

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

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 |

TERM BREAK

2025

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 |