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BSB40820 CERTIFICATE IV IN MARKETING AND COMMUNICATION DELIVERY STRUCTURE

2023

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

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 |
| Hours | | | 100 |

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

| | | | |
|--------------|--------------------------------|------|------------|
| BSBMKG433 | Undertake marketing activities | Core | 100 |
| Hours | | | 100 |

TERM BREAK

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

| | | | |
|--------------|----------------------------|------|------------|
| BSBMKG435 | Analyse consumer behaviour | Core | 100 |
| Hours | | | 100 |

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 |
| Hours | | | 100 |

TERM BREAK

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 |

2024

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

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 |