MAGILL

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

	2023				2024		
Jnit Code:	Unit Name	Core/Elective	Hours	Unit Code:	Unit Name	Core/Elective	Но
TERM ONE, BI	LOCK ONE (5 Weeks) – 30 January – 05 March			TERM ONE, BLO	OCK ONE (5 Weeks) – 22 January – 25 February		
SSBMKG622	Manage organisational marketing processes	Core	100	BSBINS601	Manage knowledge and information	Elective	10
		Hours	100			Hours	10
	LOCK TWO (5 Weeks) – 06 March – 09 April	Elective	100		OCK TWO (5 Weeks) – 26 February – 31 March	El- ation	10
BSBSTR601	Manage innovation and continuous improvement	Elective	100	BSBLDR602	Provide leadership across the organisation	Elective	10
	1	Hours	100		1	Hours	10
	TERM BREAK				TERM BREAK		
	LOCK ONE (5 Weeks) – 24 April – 28 May	1			OCK ONE (5 Weeks) – 15 April – 19 May	-1	_
BSBMKG626	Develop advertising campaigns	Elective	100	BSBMKG621	Develop organisational marketing strategy	Core	100
		Hours	100			Hours	10
TERM TWO, B	LOCK TWO (5 Weeks) – 29 May – 02 July			TERM TWO, BL	OCK TWO (5 Weeks) – 20 May – 23 June		
BSBOPS601	Develop and implement business plans	Elective	100	BSBMKG624	Manage market research	Elective	10
		Hours	100			Hours	10
	TERM BREAK				TERM BREAK		
TERM THREE.				TERM THREE. E			
	TERM BREAK BLOCK ONE (5 Weeks) – 17 July – 20 August Develop marketing plans	Core	100	TERM THREE, E	TERM BREAK BLOCK ONE (5 Weeks) – 15 July – 18 August Manage organisational marketing processes	Core	10
TERM THREE, BSBMKG623	BLOCK ONE (5 Weeks) – 17 July – 20 August	Core	100		SLOCK ONE (5 Weeks) – 15 July – 18 August	Core	100
	BLOCK ONE (5 Weeks) – 17 July – 20 August	Core			SLOCK ONE (5 Weeks) – 15 July – 18 August	Core	
BSBMKG623	BLOCK ONE (5 Weeks) – 17 July – 20 August			BSBMKG622	SLOCK ONE (5 Weeks) – 15 July – 18 August		
BSBMKG623	BLOCK ONE (5 Weeks) – 17 July – 20 August Develop marketing plans			BSBMKG622	BLOCK ONE (5 Weeks) – 15 July – 18 August Manage organisational marketing processes		100
BSBMKG623	BLOCK ONE (5 Weeks) – 17 July – 20 August Develop marketing plans BLOCK TWO (5 Weeks) – 21 August – 24 September	Hours	100	BSBMKG622 TERM THREE, E	Manage organisational marketing processes SLOCK TWO (5 Weeks) – 19 August – 22 September	Hours	100
BSBMKG623 TERM THREE,	BLOCK ONE (5 Weeks) – 17 July – 20 August Develop marketing plans BLOCK TWO (5 Weeks) – 21 August – 24 September Develop organisational strategies	Hours	100	BSBMKG622 TERM THREE, E	Manage organisational marketing processes SLOCK TWO (5 Weeks) – 19 August – 22 September Manage innovation and continuous improvement	Hours	100
BSBMKG623	BLOCK ONE (5 Weeks) – 17 July – 20 August Develop marketing plans BLOCK TWO (5 Weeks) – 21 August – 24 September	Hours	100	BSBMKG622 TERM THREE, E	Manage organisational marketing processes SLOCK TWO (5 Weeks) – 19 August – 22 September	Hours	10
BSBMKG623 TERM THREE, BSBSTR602	BLOCK ONE (5 Weeks) – 17 July – 20 August Develop marketing plans BLOCK TWO (5 Weeks) – 21 August – 24 September Develop organisational strategies	Hours	100	TERM THREE, E BSBSTR601	Manage organisational marketing processes SLOCK TWO (5 Weeks) – 19 August – 22 September Manage innovation and continuous improvement	Hours	10
TERM THREE, BSBSTR602	BLOCK ONE (5 Weeks) – 17 July – 20 August Develop marketing plans BLOCK TWO (5 Weeks) – 21 August – 24 September Develop organisational strategies TERM BREAK	Hours	100	TERM THREE, E BSBSTR601	Manage organisational marketing processes SLOCK TWO (5 Weeks) – 19 August – 22 September Manage innovation and continuous improvement TERM BREAK	Hours	10
TERM THREE, BSBSTR602	BLOCK ONE (5 Weeks) – 17 July – 20 August Develop marketing plans BLOCK TWO (5 Weeks) – 21 August – 24 September Develop organisational strategies TERM BREAK BLOCK ONE (5 Weeks) – 09 October – 12 November	Hours Elective Hours	100	TERM THREE, E BSBSTR601 TERM FOUR, B	Manage organisational marketing processes BLOCK TWO (5 Weeks) – 19 August – 22 September Manage innovation and continuous improvement TERM BREAK LOCK ONE (5 Weeks) – 08 October – 10 November	Hours Elective Hours	10 10 10
TERM THREE, BSBSTR602 TERM FOUR, I	BLOCK ONE (5 Weeks) – 17 July – 20 August Develop marketing plans BLOCK TWO (5 Weeks) – 21 August – 24 September Develop organisational strategies TERM BREAK BLOCK ONE (5 Weeks) – 09 October – 12 November Lead and manage organisational change	Hours Elective Hours	100	BSBMKG622 TERM THREE, E BSBSTR601 TERM FOUR, B BSBMKG626	Manage organisational marketing processes BLOCK TWO (5 Weeks) – 19 August – 22 September Manage innovation and continuous improvement TERM BREAK LOCK ONE (5 Weeks) – 08 October – 10 November Develop advertising campaigns	Hours Elective Hours	100 100 100
TERM THREE, BSBSTR602 TERM FOUR, I BSBLDR601	BLOCK ONE (5 Weeks) – 17 July – 20 August Develop marketing plans BLOCK TWO (5 Weeks) – 21 August – 24 September Develop organisational strategies TERM BREAK BLOCK ONE (5 Weeks) – 09 October – 12 November	Hours Elective Hours	100	BSBMKG622 TERM THREE, E BSBSTR601 TERM FOUR, B BSBMKG626	Manage organisational marketing processes BLOCK TWO (5 Weeks) – 19 August – 22 September Manage innovation and continuous improvement TERM BREAK LOCK ONE (5 Weeks) – 08 October – 10 November	Hours Elective Hours	100
TERM THREE, BSBSTR602 TERM FOUR, I BSBLDR601	BLOCK ONE (5 Weeks) – 17 July – 20 August Develop marketing plans BLOCK TWO (5 Weeks) – 21 August – 24 September Develop organisational strategies TERM BREAK BLOCK ONE (5 Weeks) – 09 October – 12 November Lead and manage organisational change	Hours Elective Hours Elective Hours	100 100 100	TERM THREE, E BSBSTR601 TERM FOUR, B BSBMKG626	Manage organisational marketing processes BLOCK TWO (5 Weeks) – 19 August – 22 September Manage innovation and continuous improvement TERM BREAK LOCK ONE (5 Weeks) – 08 October – 10 November Develop advertising campaigns	Hours Elective Hours Elective Hours	10 10 10 10

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2025		
Unit Name	Core/Elective	Hours
OCK ONE (5 Weeks) – 28 January – 02 March	1	1
Develop marketing plans	Core	100
OCK TWO (5 Weeks) – 03 March – 06 April	Hours	100
Develop organisational strategies	Elective	100
	Hours	100
TERM BREAK		
.OCK ONE (5 Weeks) – 22 April – 25 May		
Lead and manage organisational change	Elective	100
	Hours	100
OCK TWO (5 Weeks) – 26 May – 29 June		
Develop and maintain strategic business networks	Core	100
	Hours	100
TERM BREAK		
SLOCK ONE /5 Weeks) = 14 July = 17 August	<u></u>	
	Elective	100
	Hours	100
BLOCK TWO (5 Weeks) – 18 August – 21 September		
Provide leadership across the organisation	Elective	100
	Hours	100
TERM BREAK		
LOCK ONE (5 Weeks) – 07 October – 09 November		
LOCK ONE (5 Weeks) – 07 October – 09 November Develop organisational marketing strategy	Core	100
	Core	100
Develop organisational marketing strategy	Hours	100
Develop organisational marketing strategy LOCK TWO (5 Weeks) – 10 November – 14 December	Hours	
Develop organisational marketing strategy	Hours	100
	OCK ONE (5 Weeks) – 28 January – 02 March Develop marketing plans OCK TWO (5 Weeks) – 03 March – 06 April Develop organisational strategies TERM BREAK OCK ONE (5 Weeks) – 22 April – 25 May Lead and manage organisational change OCK TWO (5 Weeks) – 26 May – 29 June Develop and maintain strategic business networks TERM BREAK BLOCK ONE (5 Weeks) – 14 July – 17 August Manage knowledge and information BLOCK TWO (5 Weeks) – 18 August – 21 September Provide leadership across the organisation	Develop marketing plans Core Hours OCK TWO (5 Weeks) – 03 March – 06 April Develop organisational strategies Elective Hours TERM BREAK OCK ONE (5 Weeks) – 22 April – 25 May Lead and manage organisational change Elective Hours OCK TWO (5 Weeks) – 26 May – 29 June Develop and maintain strategic business networks TERM BREAK AUGUST TERM BREAK Hours Hours Hours TERM BREAK BLOCK ONE (5 Weeks) – 14 July – 17 August Manage knowledge and information Elective Hours BLOCK TWO (5 Weeks) – 18 August – 21 September Provide leadership across the organisation Elective Hours