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

BSB50620 DIPLOMA OF MARKETING AND COMMUNICATION DELIVERY STRUCTURE

	BSB50620 DIPLOMA OF MAI	NE I IIVC	AINI	COMMINIC	JIVIC	LATION DELIVERY STRUC	IOKL	
	2023					2024		
Unit Code:	Unit Name	Core/Elective	Hours	Unit Code:	Unit N	lame	Core/Elective	Hours
TERM ONE, BL	OCK ONE (5 Weeks) – 30 January – 05 March			TERM ONE, BLO	OCK ON	E (5 Weeks) – 22 January – 25 February		
BSBMKG545	Conduct marketing audits	Elective	100	BSBMKG541			Core	100
	-							
		Hours	100				Hours	100
TERM ONE, BL	OCK TWO (5 Weeks) – 06 March – 09 April			TERM ONE, BLO	OCK TW	(O (5 Weeks) – 26 February – 31 March		
BSBCRT512	Originate and develop concepts	Elective	100	BSBMKG542 Establish and monitor the marketing mix		Core	100	
	<u> </u>	Hours	100		<u> </u>		Hours	100
	TERM BREAK					TERM BREAK		
TERM TWO. BI	.OCK ONE (5 Weeks) – 24 April – 28 May			TERM TWO. BL	OCK ON	NE (5 Weeks) – 15 April – 19 May		
BSBMKG555	Write persuasive copy	Core	100	BSBMKG543	1	and interpret market research	Elective	100
		Hours	100		•		Hours	100
TERM TWO, BI	OCK TWO (5 Weeks) – 29 May – 02 July			TERM TWO, BL	оск ти	VO (5 Weeks) – 20 May – 23 June		
BSBFIN501	Manage budgets and financial plans	Elective	100	BSBLDR523	Lead	and manage effective workplace relationships	Elective	100
		Hours	100				Hours	100
	TERM BREAK					TERM BREAK		
TERM THREE.	BLOCK ONE (5 Weeks) – 17 July – 20 August			TERM THREE. B	LOCK C	DNE (5 Weeks) – 15 July – 18 August		
BSBMKG552	Design and develop marketing communication plans	Core	100	BSBMKG545			Elective	100
		Hours	100				Hours	100
TERM THREE, I	BLOCK TWO (5 Weeks) – 21 August – 24 September		1	TERM THREE, B	THREE, BLOCK TWO (5 Weeks) – 19 August – 22 September			
BSBLDR522	Manage people performance	Elective	100	BSBCRT512	Origi	nate and develop concepts	Elective	100
		Hours	100				Hours	100
	TERM BREAK					TERM BREAK		
TERM FOUR. B	LOCK ONE (5 Weeks) – 09 October – 12 November			TERM FOUR. B	LOCK O	NE (5 Weeks) – 08 October – 10 November		
BSBMKG546	Develop social media engagement plans	Elective	100	BSBMKG555	1	e persuasive copy	Core	100
		Hours					Hours	100
TERM FOUR, B	LOCK TWO (5 Weeks) – 13 November – 17 December		, , , , , , , , , , , , , , , , , , , 	TERM FOUR, BI	LOCK T	NO (5 Weeks) – 11 November – 15 December		
BSBPMG430	Undertake project work	Core	100	BSBFIN501	Mana	age budgets and financial plans	Elective	100
			100				••	400
		Hours	100				Hours	100

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	2025		
Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE D	LOCK ONE (5 Weeks) – 28 January – 02 March		
BSBMKG552	Design and develop marketing communication plans	Core	100
B3BIVING352	Design and develop marketing communication plans	Core	100
		Hours	100
TERM ONE, B	LOCK TWO (5 Weeks) – 03 March – 06 April		
BSBLDR522	Manage people performance	Elective	100
		Hours	100
	TERM BREAK		
	BLOCK ONE (5 Weeks) – 22 April – 25 May		
BSBMKG546	Develop social media engagement plans	Elective	100
		Harrin	100
TERM TWO. E	BLOCK TWO (5 Weeks) – 26 May – 29 June	Hours	100
BSBPMG430	Undertake project work	Core	100
L .		Hours	100
	TERM BREAK		
TERM THREE,	BLOCK ONE (5 Weeks) – 14 July – 17 August		
BSBMKG541	Identify and evaluate marketing opportunities	Core	100
		Hours	100
TERM THREE,	BLOCK TWO (5 Weeks) – 18 August – 21 September	T	
BSBMKG542	Establish and monitor the marketing mix	Core	100
		Hours	100
		Hours	100
	TERM BREAK		
TERM FOUR,	BLOCK ONE (5 Weeks) – 07 October – 09 November	T	
BSBMKG543	Plan and interpret market research	Elective	100
TERM FOUR,	BLOCK TWO (5 Weeks) – 10 November – 14 December	Hours	100
BSBLDR523	Lead and manage effective workplace relationships	Elective	100
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