



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

2024

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

TERM ONE, BLOCK ONE (5 Weeks) – 22 January – 25 February

| | | | |
|--------------|--------------------------|----------|------------|
| BSBMKG545 | Conduct marketing audits | Elective | 100 |
| | | | |
| Hours | | | 100 |

TERM ONE, BLOCK TWO (5 Weeks) – 26 February – 31 March

| | | | |
|--------------|--------------------------------|----------|------------|
| BSBCRT512 | Originate and develop concepts | Elective | 100 |
| | | | |
| Hours | | | 100 |

TERM BREAK

TERM TWO, BLOCK ONE (5 Weeks) – 15 April – 19 May

| | | | |
|--------------|-----------------------|------|------------|
| BSBMKG555 | Write persuasive copy | Core | 100 |
| | | | |
| Hours | | | 100 |

TERM TWO, BLOCK TWO (5 Weeks) – 20 May – 23 June

| | | | |
|--------------|------------------------------------|----------|------------|
| BSBFIN501 | Manage budgets and financial plans | Elective | 100 |
| | | | |
| Hours | | | 100 |

TERM BREAK

TERM THREE, BLOCK ONE (5 Weeks) – 18 July – 18 August

| | | | |
|--------------|--|------|------------|
| BSBMKG552 | Design and develop marketing communication plans | Core | 100 |
| | | | |
| Hours | | | 100 |

TERM THREE, BLOCK TWO (5 Weeks) – 19 August – 22 September

| | | | |
|--------------|---------------------------|----------|------------|
| BSBLDR522 | Manage people performance | Elective | 100 |
| | | | |
| Hours | | | 100 |

TERM BREAK

TERM FOUR, BLOCK ONE (5 Weeks) – 08 October – 10 November

| | | | |
|--------------|---------------------------------------|----------|-----|
| BSBMKG546 | Develop social media engagement plans | Elective | 100 |
| | | | |
| Hours | | | |

TERM FOUR, BLOCK TWO (5 Weeks) – 11 November – 15 December

| | | | |
|--------------|------------------------|------|------------|
| BSBPMG430 | Undertake project work | Core | 100 |
| | | | |
| Hours | | | 100 |

2025

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

TERM ONE, BLOCK ONE (5 Weeks) – 28 January – 02 March

| | | | |
|--------------|---|------|------------|
| BSBMKG541 | Identify and evaluate marketing opportunities | Core | 100 |
| | | | |
| Hours | | | 100 |

TERM ONE, BLOCK TWO (5 Weeks) – 03 March – 06 April

| | | | |
|--------------|---|------|------------|
| BSBMKG542 | Establish and monitor the marketing mix | Core | 100 |
| | | | |
| Hours | | | 100 |

TERM BREAK

TERM TWO, BLOCK ONE (5 Weeks) – 22 April – 25 May

| | | | |
|--------------|------------------------------------|----------|------------|
| BSBMKG543 | Plan and interpret market research | Elective | 100 |
| | | | |
| Hours | | | 100 |

TERM TWO, BLOCK TWO (5 Weeks) – 26 May – 29 June

| | | | |
|--------------|---|----------|------------|
| BSBLDR523 | Lead and manage effective workplace relationships | Elective | 100 |
| | | | |
| Hours | | | 100 |

TERM BREAK

TERM THREE, BLOCK ONE (5 Weeks) – 14 July – 17 August

| | | | |
|--------------|--------------------------|----------|------------|
| BSBMKG545 | Conduct marketing audits | Elective | 100 |
| | | | |
| Hours | | | 100 |

TERM THREE, BLOCK TWO (5 Weeks) – 18 August – 21 September

| | | | |
|--------------|--------------------------------|----------|------------|
| BSBCRT512 | Originate and develop concepts | Elective | 100 |
| | | | |
| Hours | | | 100 |

TERM BREAK

TERM FOUR, BLOCK ONE (5 Weeks) – 07 October – 09 November

| | | | |
|--------------|-----------------------|------|------------|
| BSBMKG555 | Write persuasive copy | Core | 100 |
| | | | |
| Hours | | | 100 |

TERM FOUR, BLOCK TWO (5 Weeks) – 10 November – 14 December

| | | | |
|--------------|------------------------------------|----------|------------|
| BSBFIN501 | Manage budgets and financial plans | Elective | 100 |
| | | | |
| Hours | | | 100 |



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2026

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

TERM ONE, BLOCK ONE (5 Weeks) – 27 January – 01 March

| | | | |
|-----------|--|------|-----|
| BSBMKG552 | Design and develop marketing communication plans | Core | 100 |
| | | | |
| Hours | | | 100 |

TERM ONE, BLOCK TWO (5 Weeks) – 02 March – 05 April

| | | | |
|-----------|---------------------------|----------|-----|
| BSBLDR522 | Manage people performance | Elective | 100 |
| | | | |
| Hours | | | 100 |

TERM BREAK

TERM TWO, BLOCK ONE (5 Weeks) – 20 April – 24 May

| | | | |
|-----------|---------------------------------------|----------|-----|
| BSBMKG546 | Develop social media engagement plans | Elective | 100 |
| | | | |
| Hours | | | 100 |

TERM TWO, BLOCK TWO (5 Weeks) – 25 May – 28 June

| | | | |
|-----------|------------------------|------|-----|
| BSBPMG430 | Undertake project work | Core | 100 |
| | | | |
| Hours | | | 100 |

TERM BREAK

TERM THREE, BLOCK ONE (5 Weeks) – 13 July – 16 August

| | | | |
|-----------|---|------|-----|
| BSBMKG541 | Identify and evaluate marketing opportunities | Core | 100 |
| | | | |
| Hours | | | 100 |

TERM THREE, BLOCK TWO (5 Weeks) – 17 August – 20 September

| | | | |
|-----------|---|------|-----|
| BSBMKG542 | Establish and monitor the marketing mix | Core | 100 |
| | | | |
| Hours | | | 100 |

TERM BREAK

TERM FOUR, BLOCK ONE (5 Weeks) – 06 October – 08 November

| | | | |
|-----------|------------------------------------|----------|-----|
| BSBMKG543 | Plan and interpret market research | Elective | 100 |
| | | | |
| Hours | | | 100 |

TERM FOUR, BLOCK TWO (5 Weeks) – 09 November – 13 December

| | | | |
|-----------|---|----------|-----|
| BSBLDR523 | Lead and manage effective workplace relationships | Elective | 100 |
| | | | |
| Hours | | | 100 |