

Delivery Structure

BSB40820 Certificate IV in Marketing and Communication

Unit Code: TERM ONE, BLC	Unit Name	Core/Elective	Hours	Unit Code:	Unit Na	ame	Core/Elective	Hour
TERM ONE, BLO							•	
TERIVI CINE, BLC	OCK ONE (E Wooks) - 22 January - 25 February			TERM ONE DI	OCK ONE	E (E Wooks) - 29 January - 02 March		
BSBINS401	OCK ONE (5 Weeks) – 22 January – 25 February Analyse and present research information	Elective	60	BSBINS401		E (5 Weeks) – 28 January – 02 March se and present research information	Elective	60
BSBFIN401	Report on financial activity	Elective	40	BSBFIN401		t on financial activity	Elective	40
B3BFIN4U1	Report on illiancial activity			BSBFIN4U1	керог	t on financial activity		
TERM ONE BLO	OCK TWO (5 Weeks) – 26 February – 31 March	Hours	100	TEPM ONE RI	OCK TW/	O (5 Weeks) – 03 March – 06 April	Hours	100
BSBMKG433	Undertake marketing activities	Core 100		BSBMKG433		Undertake marketing activities		100
D3DIVIKO433	Ondertake marketing activities	Core	100	D3BIVIKG433	Officer	take marketing activities	Core	100
		Hours	100				Hours	100
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	TERM BREAK					TERM BREAK		
TERM TWO, BL	OCK ONE (5 Weeks) – 15 April – 19 May			TERM TWO, BI	LOCK ON	E (5 Weeks) – 22 April – 25 May		
BSBMKG435	Analyse consumer behaviour	Core	100	BSBMKG435	Analys	se consumer behaviour	Core	100
		Hours	100		•		Hours	100
TERM TWO, BL	OCK TWO (5 Weeks) – 20 May – 23 June			TERM TWO, BI	LOCK TW	O (5 Weeks) – 26 May – 29 June		
BSBMKG439	Develop and apply knowledge of communications industry	Core	60	BSBMKG439	Develo	op and apply knowledge of communications try	Core	60
BSBCMM411	Make presentations	Core	40	BSBCMM411	Make	presentations	Core	40
		Hours	100		•		Hours	100
	TERM BREAK					TERM BREAK		
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TERM THREE, B	BLOCK ONE (5 Weeks) – 15 July – 18 August	T		TERM THREE, I	BLOCK O	NE (5 Weeks) – 14 July – 17 August	1	ı
BSBWRT411	Write complex documents	Core	60	BSBWRT411	Write	complex documents	Core	60
BSBCRT412	Articulate, presents and debate ideas	Core	40	BSBCRT412	Articu	late, presents and debate ideas	Core	40
		Hours	100				Hours	100
TERM THREE, B	BLOCK TWO (5 Weeks) – 19 August – 22 September			TERM THREE, I	BLOCK T\	WO (5 Weeks) – 18 August – 21 September		
BSBMKG434	Promote products and services	Elective	100	BSBMKG434	Promo	ote products and services	Elective	100
		Hours	100				Hours	100
	TERM BREAK					TERM BREAK		
TERM FOLIR BI	LOCK ONE (5 Weeks) – 08 October – 10 November			TERM FOLIR R	ו טכג טו	NE (5 Weeks) – 07 October – 09 November		
BSBINS402	Coordinate workplace information systems	Elective	60	BSBINS402		linate workplace information systems	Elective	60
BSBOPS404	Implement customer service strategies	Elective	40	BSBOPS404		ment customer service strategies	Elective	40
		Hours			1 1		Hours	
TERM FOUR, BI	LOCK TWO (5 Weeks) – 11 November – 15 December			TERM FOUR, B	SLOCK TW	VO (5 Weeks) – 10 November – 14 December		
BSBMKG440	Apply marketing communication across a convergent industry	Elective	100	BSBMKG440	Apply indust	marketing communication across a convergent try	Elective	100
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ABN: 67 090 050 990 **CRICOS Provider Code:** 01994M **RTO No:** 91367



