Course Information

BSB50620 Diploma of Marketing and Communication

2024

Unit Code:	Unit Name	Core/Elective	Hours

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

Unit Code	Unit Name	Core/Elective	Hours
BSBMKG541	Identify and evaluate marketing opportunities	Core	100
		Hours	**100**

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

Unit Code	Unit Name	Core/Elective	Hours
BSBMKG542	Establish and monitor the marketing mix	Core	100
		Hours	**100**

TERM BREAK

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

Unit Code	Unit Name	Core/Elective	Hours
BSBMKG543	Plan and interpret market research	Elective	100
		Hours	**100**

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

Unit Code	Unit Name	Core/Elective	Hours
BSBLDR523	Lead and manage effective workplace relationships	Elective	100
		Hours	**100**

TERM BREAK

TERM THREE, BLOCK ONE (5 Weeks) – 15 July – 18 August

Unit Code	Unit Name	Core/Elective	Hours
BSBMKG545	Conduct marketing audits	Elective	100
		Hours	**100**

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

Unit Code	Unit Name	Core/Elective	Hours
BSBCRT512	Originate and develop concepts	Elective	100
		Hours	**100**

TERM BREAK

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

Unit Code	Unit Name	Core/Elective	Hours
BSBMKG555	Write persuasive copy	Core	100
		Hours	

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

Unit Code	Unit Name	Core/Elective	Hours
BSBFIN501	Manage budgets and financial plans	Elective	100
		Hours	**100**

2025

Unit Code:	Unit Name	Core/Elective	Hours

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

Unit Code	Unit Name	Core/Elective	Hours
BSBMKG552	Design and develop marketing communication plans	Core	100
		Hours	**100**

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

Unit Code	Unit Name	Core/Elective	Hours
BSBLDR522	Manage people performance	Elective	100
		Hours	**100**

TERM BREAK

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

Unit Code	Unit Name	Core/Elective	Hours
BSBMKG546	Develop social media engagement plans	Elective	100
		Hours	**100**

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

Unit Code	Unit Name	Core/Elective	Hours
BSBPMG430	Undertake project work	Core	100
		Hours	**100**

TERM BREAK

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

Unit Code	Unit Name	Core/Elective	Hours
BSBMKG541	Identify and evaluate marketing opportunities	Core	100
		Hours	**100**

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

Unit Code	Unit Name	Core/Elective	Hours
BSBMKG542	Establish and monitor the marketing mix	Core	100
		Hours	**100**

TERM BREAK

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

Unit Code	Unit Name	Core/Elective	Hours
BSBMKG543	Plan and interpret market research	Elective	100
		Hours	**100**

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

Unit Code	Unit Name	Core/Elective	Hours
BSBLDR523	Lead and manage effective workplace relationships	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

Unit Code:	Unit Name	Core/Elective	Hours
BSBMKG545	Conduct marketing audits	Elective	100
		Hours	**100**

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

Unit Code:	Unit Name	Core/Elective	Hours
BSBCRT512	Originate and develop concepts	Elective	100
		Hours	**100**

TERM BREAK

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

Unit Code:	Unit Name	Core/Elective	Hours
BSBMKG555	Write persuasive copy	Core	100
		Hours	**100**

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

Unit Code:	Unit Name	Core/Elective	Hours
BSBFIN501	Manage budgets and financial plans	Elective	100
		Hours	**100**

TERM BREAK

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

Unit Code:	Unit Name	Core/Elective	Hours
BSBMKG552	Design and develop marketing communication plans	Core	100
		Hours	**100**

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

Unit Code:	Unit Name	Core/Elective	Hours
BSBLDR522	Manage people performance	Elective	100
		Hours	**100**

TERM BREAK

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

Unit Code:	Unit Name	Core/Elective	Hours
BSBMKG546	Develop social media engagement plans	Elective	100
		Hours	**100**

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

Unit Code:	Unit Name	Core/Elective	Hours
BSBPMG430	Undertake project work	Core	100
		Hours	**100**

2027

Unit Code:	Unit Name	Core/Elective	Hours

TERM ONE, BLOCK ONE (5 Weeks) – 18 January – 21 February

Unit Code:	Unit Name	Core/Elective	Hours
BSBMKG541	Identify and evaluate marketing opportunities	Core	100
		Hours	**100**

TERM ONE, BLOCK TWO (5 Weeks) – 22 February – 28 March

Unit Code:	Unit Name	Core/Elective	Hours
BSBMKG542	Establish and monitor the marketing mix	Core	100
		Hours	**100**

TERM BREAK

TERM TWO, BLOCK ONE (5 Weeks) – 12 April – 16 May

Unit Code:	Unit Name	Core/Elective	Hours
BSBMKG543	Plan and interpret market research	Elective	100
		Hours	**100**

TERM TWO, BLOCK TWO (5 Weeks) – 17 May – 20 June

Unit Code:	Unit Name	Core/Elective	Hours
BSBLDR523	Lead and manage effective workplace relationships	Elective	100
		Hours	**100**

TERM BREAK

TERM THREE, BLOCK ONE (5 Weeks) – 12 July – 15 August

Unit Code:	Unit Name	Core/Elective	Hours
BSBMKG545	Conduct marketing audits	Elective	100
		Hours	**100**

TERM THREE, BLOCK TWO (5 Weeks) – 16 August – 19 September

Unit Code:	Unit Name	Core/Elective	Hours
BSBCRT512	Originate and develop concepts	Elective	100
		Hours	**100**

TERM BREAK

TERM FOUR, BLOCK ONE (5 Weeks) – 05 October – 07 November

Unit Code:	Unit Name	Core/Elective	Hours
BSBMKG555	Write persuasive copy	Core	100
		Hours	**100**

TERM FOUR, BLOCK TWO (5 Weeks) – 08 November – 12 December

Unit Code:	Unit Name	Core/Elective	Hours
BSBFIN501	Manage budgets and financial plans	Elective	100
		Hours	**100**

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2028

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 24 January – 27 February			
BSBMKG552	Design and develop marketing communication plans	Core	100
		Hours	100

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK TWO (5 Weeks) – 28 February – 02 April			
BSBLDR522	Manage people performance	Elective	100
		Hours	100

TERM BREAK

Unit Code:	Unit Name	Core/Elective	Hours
TERM TWO, BLOCK ONE (5 Weeks) – 18 April – 21 May			
BSBMKG546	Develop social media engagement plans	Elective	100
		Hours	100

Unit Code:	Unit Name	Core/Elective	Hours
TERM TWO, BLOCK TWO (5 Weeks) – 22 May – 25 June			
BSBPMG430	Undertake project work	Core	100
		Hours	100

TERM BREAK

Unit Code:	Unit Name	Core/Elective	Hours
TERM THREE, BLOCK ONE (5 Weeks) – 10 July – 13 August			
BSBMKG541	Identify and evaluate marketing opportunities	Core	100
		Hours	100

Unit Code:	Unit Name	Core/Elective	Hours
TERM THREE, BLOCK TWO (5 Weeks) – 14 August – 17 September			
BSBMKG542	Establish and monitor the marketing mix	Core	100
		Hours	100

TERM BREAK

Unit Code:	Unit Name	Core/Elective	Hours
TERM FOUR, BLOCK ONE (5 Weeks) – 03 October – 05 November			
BSBMKG543	Plan and interpret market research	Elective	100
		Hours	100

Unit Code:	Unit Name	Core/Elective	Hours
TERM FOUR, BLOCK TWO (5 Weeks) – 06 November – 10 December			
BSBLDR523	Lead and manage effective workplace relationships	Elective	100
		Hours	100