

Course Information

BSB50620 Diploma of Marketing and Communication

2024 2025 Unit Code: Unit Name Core/Elective Unit Code: Unit Name Core/Elective Hours Hours TERM ONE, BLOCK ONE (5 Weeks) – 22 January – 25 February TERM ONE, BLOCK ONE (5 Weeks) - 28 January - 02 March BSBMKG541 Identify and evaluate marketing opportunities Core 100 BSBMKG552 Design and develop marketing communication plans Core 100 100 100 Hours Hours TERM ONE, BLOCK TWO (5 Weeks) – 03 March – 06 April TERM ONE, BLOCK TWO (5 Weeks) – 26 February – 31 March BSBMKG542 Establish and monitor the marketing mix 100 BSBLDR522 Manage people performance 100 100 100 Hours Hours TERM BREAK TERM BREAK TERM TWO, BLOCK ONE (5 Weeks) - 15 April - 19 May TERM TWO, BLOCK ONE (5 Weeks) - 22 April - 25 May BSBMKG543 BSBMKG546 Plan and interpret market research Flective 100 Develop social media engagement plans Flective 100 Hours 100 Hours 100 TERM TWO, BLOCK TWO (5 Weeks) - 20 May - 23 June TERM TWO. BLOCK TWO (5 Weeks) - 26 May - 29 June BSBLDR523 BSBPMG430 Lead and manage effective workplace relationships Elective 100 Undertake project work Core 100 Hours 100 Hours 100 **TERM BREAK TERM BREAK** TERM THREE, BLOCK ONE (5 Weeks) - 15 July - 18 August TERM THREE, BLOCK ONE (5 Weeks) - 14 July - 17 August BSBMKG545 Conduct marketing audits Elective 100 BSBMKG541 Core 100 Identify and evaluate marketing opportunities Hours 100 Hours 100 TERM THREE, BLOCK TWO (5 Weeks) – 19 August – 22 September TERM THREE, BLOCK TWO (5 Weeks) – 18 August – 21 September BSBCRT512 BSBMKG542 Originate and develop concepts Elective 100 Establish and monitor the marketing mix Core 100 100 100 Hours Hours **TERM BREAK TERM BREAK** TERM FOUR, BLOCK ONE (5 Weeks) - 08 October - 10 November TERM FOUR, BLOCK ONE (5 Weeks) - 07 October - 09 November BSBMKG555 Write persuasive copy Core 100 BSBMKG543 Plan and interpret market research Elective 100 Hours Hours 100 TERM FOUR, BLOCK TWO (5 Weeks) - 11 November - 15 December TERM FOUR, BLOCK TWO (5 Weeks) - 10 November - 14 December BSBFIN501 BSBLDR523 Manage budgets and financial plans Elective 100 Lead and manage effective workplace relationships Elective 100

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Hours

100

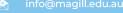
Hours

100



	2026				2027			
Unit Code:	Unit Name	Core/Elective	Hours	Unit Code:	Unit Name	Core/Elective	Hours	
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TERM ONE, BLOCK ONE (5 Weeks) – 27 January – 01 March TERM ONE, BLOCK ONE (5 Weeks) – 18 January – 21 February								
BSBMKG545	Conduct marketing audits	Elective	100	BSBMKG541	Identify and evaluate marketing opportunities	Core	100	
		Hours	100			Hours	100	
TERM ONE, BLOCK TWO (5 Weeks) – 02 March – 05 April				TERM ONE, BLOCK TWO (5 Weeks) – 22 February – 28 March				
BSBCRT512	Originate and develop concepts	Elective	100	BSBMKG542	BSBMKG542 Establish and monitor the marketing mix Core		100	
		Hours	100			Hours	100	
	TERM BREAK				TERM BREAK			
TERM TWO, BI	OCK ONE (5 Weeks) – 20 April – 24 May		TERM TWO, BL	TERM TWO, BLOCK ONE (5 Weeks) – 12 April – 16 May				
BSBMKG555	Write persuasive copy	Core	100	BSBMKG543	Plan and interpret market research	Elective	100	
	,							
		Hours	100			Hours	100	
TERM TWO, BI	OCK TWO (5 Weeks) – 25 May – 28 June		TERM TWO, BLOCK TWO (5 Weeks) – 17 May – 20 June					
BSBFIN501	Manage budgets and financial plans	Elective	100	BSBLDR523	Lead and manage effective workplace relationships	Elective	100	
		Hours	100			Hours	100	
							<u> </u>	
	TERM BREAK				TERM BREAK			
TERM THREE, I	BLOCK ONE (5 Weeks) – 13 July – 16 August	T		TERM THREE, E	BLOCK ONE (5 Weeks) – 12 July – 15 August	T	1	
BSBMKG552	Design and develop marketing communication plans	Core	100	BSBMKG545	Conduct marketing audits	Elective	100	
Hours 100								
	BLOCK TWO (5 Weeks) – 17 August – 20 September	1	1	1	BLOCK TWO (5 Weeks) – 16 August – 19 September	1	1	
BSBLDR522	Manage people performance	Elective	100	BSBCRT512	Originate and develop concepts	Elective	100	
		Hours	100			Hours	100	
	TERM BREAK				TERM BREAK			
	LOCK ONE (5 Weeks) – 06 October – 08 November	1	1		LOCK ONE (5 Weeks) – 05 October – 07 November	1	1	
BSBMKG546	Develop social media engagement plans	Elective	100	BSBMKG555	Write persuasive copy	Core	100	
		Hours	100			Hours	100	
	LOCK TWO (5 Weeks) – 09 November – 13 December	LOCK TWO (5 Weeks) – 08 November – 12 December	1	1				
BSBPMG430	Undertake project work	Core	100	BSBFIN501	Manage budgets and financial plans	Elective	100	
		Hours	100			Hours	100	
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2028

Unit Code:	Unit Name	Core/Elective	Hours					
TERM ONE, BL	OCK ONE (5 Weeks) – 24 January – 27 February							
BSBMKG552	Design and develop marketing communication plans	Core	100					
		Hours	100					
TERM ONE, BLOCK TWO (5 Weeks) – 28 February – 02 April								
BSBLDR522	Manage people performance	Elective	100					
		Hours	100					
	TERM BREAK							
TERM TWO, BLOCK ONE (5 Weeks) – 18 April – 21 May								
BSBMKG546	Develop social media engagement plans	Elective	100					
		Hours	100					
TERM TWO, BI	.OCK TWO (5 Weeks) – 22 May – 25 June	Т	ı					
BSBPMG430	Undertake project work	Core	100					
		Hours	100					
	TERM BREAK							
TEDM TUDES (BLOCK ONE (5 Weeks) – 10 July – 13 August							
BSBMKG541	Identify and evaluate marketing opportunities	Core	100					
B3BIVING341	iteritity and evaluate marketing opportunities	Corc	100					
		Hours	100					
TERM THREE, E	BLOCK TWO (5 Weeks) – 14 August – 17 September							
BSBMKG542	Establish and monitor the marketing mix	Core	100					
		Hours	100					
	TERM BREAK							
TERM FOUR, B	LOCK ONE (5 Weeks) – 03 October – 05 November							
BSBMKG543	Plan and interpret market research	Elective	100					
		Hours	100					
TERM FOUR, B	LOCK TWO (5 Weeks) – 06 November – 10 December	T	ı					
BSBLDR523	Lead and manage effective workplace relationships	Elective	100					
		Hours	100					

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