

## **Course Information**

## **BSB60520 Advanced Diploma of Marketing and Communication**

2024					2025		
Unit Name	Core/Elective	Hours	Unit Code:	Unit Name		Core/Elective	Hours
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<u> </u>	Flanting	100	1 <del></del>	1	•	6	100
Manage knowledge and information	Elective	100	BSBMKG623	Develop ma	rketing plans	Core	100
	Hours	100				Hours	100
OCK TWO (5 Weeks) – 26 February – 31 March			TERM ONE, BLO	OCK TWO (5 W	/eeks) – 03 March – 06 April		
Provide leadership across the organisation	Elective	100	BSBSTR602	Develop org	ganisational strategies	Elective	100
	Hours	100				Hours	100
TERM BREAK					TERM BREAK		
	1			1		ı	
Develop organisational marketing strategy	Core	100	BSBLDR601	Lead and m	anage organisational change	Elective	100
	Hours	100				Hours	100
.OCK TWO (5 Weeks) – 20 May – 23 June	Hours	100	TERM TWO, BLO	OCK TWO (5 V	Veeks) – 26 May – 29 June	Hours	100
Manage market research	Elective	100	BSBTWK601	1	•	Core	100
				<u> </u>	<del>-</del>		
	Hours	100		l		Hours	100
TEDMA DDE AV					TEDAN DDEAV		
TERIVI DREAK					TENIVI DREAK		
BLOCK ONE (5 Weeks) – 15 July – 18 August			TERM THREE, B	LOCK ONE (5	Weeks) – 14 July – 17 August		
Manage organisational marketing processes	Core	100	BSBINS601	Manage kno	owledge and information	Elective	100
	Hours	100				Hours	100
BLOCK TWO (5 Weeks) – 19 August – 22 September			TERM THREE, B	LOCK TWO (5	Weeks) – 18 August – 21 September	T	
Manage innovation and continuous improvement	Elective	100	BSBLDR602	Provide lead	dership across the organisation	Elective	100
	<u> </u>	400					400
	Hours	100				Hours	100
					TERM BREAK		
TERM BREAK							
TERM BREAK  LOCK ONE (5 Weeks) – 08 October – 10 November			TERM FOUR, BL	LOCK ONE (5 V	Veeks) – 07 October – 09 November		
	Elective	100	TERM FOUR, BL	1	Weeks) – 07 October – 09 November ganisational marketing strategy	Core	100
LOCK ONE (5 Weeks) – 08 October – 10 November	Elective	100		1		Core	100
LOCK ONE (5 Weeks) – 08 October – 10 November	Elective			1		Core	
LOCK ONE (5 Weeks) – 08 October – 10 November			BSBMKG621	Develop org			
LOCK ONE (5 Weeks) – 08 October – 10 November  Develop advertising campaigns			BSBMKG621	Develop org	ganisational marketing strategy		
LOCK ONE (5 Weeks) – 08 October – 10 November  Develop advertising campaigns  LOCK TWO (5 Weeks) – 11 November – 15 December	Hours	100	BSBMKG621  TERM FOUR, BL	Develop org	ganisational marketing strategy  Weeks) – 10 November – 14 December	Hours	100
LOCK ONE (5 Weeks) – 08 October – 10 November  Develop advertising campaigns  LOCK TWO (5 Weeks) – 11 November – 15 December	Hours	100	BSBMKG621  TERM FOUR, BL	Develop org	ganisational marketing strategy  Weeks) – 10 November – 14 December	Hours	100
	Manage knowledge and information  OCK TWO (5 Weeks) – 26 February – 31 March  Provide leadership across the organisation  TERM BREAK  OCK ONE (5 Weeks) – 15 April – 19 May  Develop organisational marketing strategy  OCK TWO (5 Weeks) – 20 May – 23 June  Manage market research  TERM BREAK  SLOCK ONE (5 Weeks) – 15 July – 18 August  Manage organisational marketing processes	Manage knowledge and information Elective  Hours  OCK TWO (5 Weeks) – 26 February – 31 March  Provide leadership across the organisation Elective  Hours  TERM BREAK  OCK ONE (5 Weeks) – 15 April – 19 May  Develop organisational marketing strategy Core  Hours  Manage market research Elective  Hours  TERM BREAK  Alock ONE (5 Weeks) – 20 May – 23 June  Manage market research Cock Two (5 Weeks) – 15 July – 18 August  Manage organisational marketing processes Core  Hours  BLOCK ONE (5 Weeks) – 19 August – 22 September  Manage innovation and continuous improvement Elective	Manage knowledge and information Elective 100  Hours 100  OCK TWO (5 Weeks) – 26 February – 31 March  Provide leadership across the organisation Elective 100  Hours 100  TERM BREAK  OCK ONE (5 Weeks) – 15 April – 19 May  Develop organisational marketing strategy Core 100  Hours 100  COCK TWO (5 Weeks) – 20 May – 23 June  Manage market research Elective 100  Hours 100  TERM BREAK  BLOCK ONE (5 Weeks) – 15 July – 18 August  Manage organisational marketing processes Core 100  Hours 100  TERM BREAK	Manage knowledge and information Elective 100  Hours 100  OCK TWO (5 Weeks) – 26 February – 31 March  Provide leadership across the organisation Elective 100  Hours 100  TERM BREAK  OCK ONE (5 Weeks) – 15 April – 19 May  Develop organisational marketing strategy Core 100  Hours 100  COCK TWO (5 Weeks) – 20 May – 23 June  Manage market research Elective 100  TERM BREAK  BLOCK ONE (5 Weeks) – 15 July – 18 August  Manage organisational marketing processes Core 100  Hours 100  TERM TWO, BL  BSBLDR601  TERM TWO, BL  BSBLDR602	OCK ONE (5 Weeks) – 22 January – 25 February    Manage knowledge and information   Elective   100     Hours   100     TERM ONE, BLOCK ONE (5 Weeks) – 26 February – 31 March     Provide leadership across the organisation   Elective   100     Hours   100     TERM BREAK     Develop organisational marketing strategy   Core   100     Hours   100     Hours   100     Hours   100     TERM TWO, BLOCK ONE (5 Weeks) – 20 May – 23 June     Manage market research   Elective   100     Hours   100     TERM BREAK     TERM TWO, BLOCK TWO (5 Weeks) – 15 July – 18 August     Manage organisational marketing processes   Core   100     Hours   100     TERM THREE, BLOCK ONE (5 Weeks) – 19 August – 22 September     Manage innovation and continuous improvement   Elective   100     BSBLDR602   Provide leadership     TERM THREE, BLOCK TWO (5 Weeks) – 19 August – 22 September     Manage innovation and continuous improvement   Elective   100     BSBLDR602   Provide leadership     TERM THREE, BLOCK TWO (5 Weeks) – 19 August – 22 September     Manage innovation and continuous improvement   Elective   100     Manage innovation and conti	TERM ONE, BLOCK ONE (5 Weeks) – 28 January – 02 March  BSBMKG623 Develop marketing plans  TERM ONE, BLOCK ONE (5 Weeks) – 28 January – 02 March  BSBMKG623 Develop marketing plans  TERM ONE, BLOCK TWO (5 Weeks) – 03 March – 06 April  BSBSTR602 Develop organisational strategies  TERM BREAK  TERM BREAK  TERM BREAK  TERM TWO, BLOCK ONE (5 Weeks) – 22 April – 25 May  BSBLDR601 Lead and manage organisational change  TERM TWO, BLOCK TWO (5 Weeks) – 22 April – 25 May  BSBLDR601 Lead and manage organisational change  TERM TWO, BLOCK TWO (5 Weeks) – 26 May – 29 June  BSBTWK601 Develop and maintain strategic business networks  TERM TWO, BLOCK TWO (5 Weeks) – 26 May – 29 June  BSBTWK601 Develop and maintain strategic business networks  TERM TWO, BLOCK TWO (5 Weeks) – 14 July – 17 August  BSBTWK601 Manage knowledge and information  TERM THREE, BLOCK ONE (5 Weeks) – 14 July – 17 August  BSBINS601 Manage knowledge and information  TERM THREE, BLOCK TWO (5 Weeks) – 18 August – 21 September  Manage innovation and continuous improvement Elective 100	TERM ONE, BLOCK ONE (5 Weeks) – 22 January – 22 February  Manage knowledge and information  Hours 100  OCK TWO (5 Weeks) – 26 February – 31 March  Provide leadership across the organisation  Elective 100  Hours 100  TERM BREAK  TERM TWO, BLOCK ONE (5 Weeks) – 20 May – 23 June  Manage market research  Hours 100  Manage market research  Elective 100  Hours 100  TERM BREAK  TERM TWO, BLOCK ONE (5 Weeks) – 22 April – 25 May  BSBLDR601  Lead and manage organisational change  Elective  TERM TWO, BLOCK TWO (5 Weeks) – 26 May – 29 June  BSBTWK601  Develop and maintain strategic business networks  TERM TWO, BLOCK TWO (5 Weeks) – 26 May – 29 June  BSBTWK601  Develop and maintain strategic business networks  TERM TWO, BLOCK TWO (5 Weeks) – 12 July – 17 August  TERM THREE, BLOCK ONE (5 Weeks) – 14 July – 17 August  BSBINS601  Manage knowledge and information  TERM THREE, BLOCK ONE (5 Weeks) – 18 August – 21 September  Manage innovation and continuous improvement  Elective 100  Hours 100  FERM THREE, BLOCK TWO (5 Weeks) – 18 August – 21 September  BSBLDR602  Provide leadership across the organisation  Elective 100  Hours 100  FERM THREE, BLOCK TWO (5 Weeks) – 18 August – 21 September  ERM THREE, BLOCK TWO (5 Weeks) – 18 August – 21 September  ERM THREE, BLOCK TWO (5 Weeks) – 18 August – 21 September  ERM THREE, BLOCK TWO (5 Weeks) – 18 August – 21 September  ERM THREE, BLOCK TWO (5 Weeks) – 18 August – 21 September



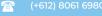






	2026					2027		
Unit Code:	Unit Name	Core/Elective	Hours	Unit Code:	Unit N	ame	Core/Elective	Hours
TERM ONE, BLO	OCK ONE (5 Weeks) – 27 January – 01 March			TERM ONE, BLO	CK ONI	E (5 Weeks) – 18 January – 21 February		
BSBMKG622	Manage organisational marketing processes	Core	100	BSBINS601	Mana	ge knowledge and information	Elective	100
		Hours	100				Hours	100
TERM ONE, BLO	OCK TWO (5 Weeks) – 02 March – 05 April	1	ı	TERM ONE, BLO	CK TW	O (5 Weeks) – 22 February – 28 March	1	T
BSBSTR601	Manage innovation and continuous improvement	Elective	100	BSBLDR602	Provid	de leadership across the organisation	Elective	100
		Hours	100				Hours	100
	TERM BREAK					TERM BREAK		
		<del></del>		TERM TWO DIG		15 (5 )		
	OCK ONE (5 Weeks) – 20 April – 24 May	Flanking	100			IE (5 Weeks) – 12 April – 16 May	6	100
BSBMKG626	Develop advertising campaigns	Elective	100	BSBMKG621	Devel	op organisational marketing strategy	Core	100
		Hours	100				Hours	100
TERM TWO, BL	OCK TWO (5 Weeks) – 25 May – 28 June			TERM TWO, BLO	OCK TW	/O (5 Weeks) – 17 May – 20 June		
BSBOPS601	Develop and implement business plans	Elective	100	BSBMKG624	Mana	nge market research	Elective	100
		Hours	100				Hours	100
	TERM BREAK					TERM BREAK		
TERM THREE, E	BLOCK ONE (5 Weeks) – 13 July – 16 August			TERM THREE, BI	оск о	NE (5 Weeks) – 12 July – 15 August		
BSBMKG623	Develop marketing plans	Core	100	BSBMKG622	Mana	ge organisational marketing processes	Core	100
		Hours	100				Hours	100
TERM THREE, E	SLOCK TWO (5 Weeks) – 17 August – 20 September			TERM THREE, BI	LOCK T	WO (5 Weeks) – 16 August – 19 September		
BSBSTR602	Develop organisational strategies	Elective	100	BSBSTR601	Mana	ge innovation and continuous improvement	Elective	100
		Hours	100				Hours	100
	TERM BREAK					TERM BREAK		
TERM FOUR, B	LOCK ONE (5 Weeks) – 06 October – 08 November			TERM FOUR, BL	OCK ON	NE (5 Weeks) – 05 October – 07 November		
BSBLDR601	Lead and manage organisational change	Elective	100	BSBMKG626	Devel	op advertising campaigns	Elective	100
		Hours	100				Hours	100
TERM FOUR, B	LOCK TWO (5 Weeks) – 09 November – 13 December	1	ı	TERM FOUR, BL	оск ти	VO (5 Weeks) – 08 November – 12 December	<del>, , , , , , , , , , , , , , , , , , , </del>	ı
BSBTWK601	Develop and maintain strategic business networks	Core	100	BSBOPS601	Devel	op and implement business plans	Elective	100
		Hours	100				Hours	100
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**ABN:** 67 090 050 990 **CRICOS Provider Code:** 01994M **RTO No:** 91367







## 2028

	Unit Name	Core/Elective	Hours
TERM ONE RIG	OCK ONE (5 Weeks) – 24 January – 27 February		
BSBMKG623		Core	100
B3BIVING023	Develop marketing plans	Core	100
		Hours	100
TERM ONE DI	OCK TWO (F Weeks) 20 February 02 April	Hours	100
BSBSTR602	OCK TWO (5 Weeks) – 28 February – 02 April	Elective	100
B3B31R0U2	Develop organisational strategies	Elective	100
		Have	100
		Hours	100
	TERM BREAK		
	OCK ONE (5 Weeks) – 18 April – 21 May	· ·	400
BSBLDR601	Lead and manage organisational change	Elective	100
		Hours	100
	OCK TWO (5 Weeks) – 22 May – 25 June	I	
BSBTWK601	Develop and maintain strategic business networks	Core	100
		Hours	100
	TERM BREAK		
TERM TURES			
	BLOCK ONE (5 Weeks) – 10 July – 13 August	Elective	100
TERM THREE, E		Elective	100
	BLOCK ONE (5 Weeks) – 10 July – 13 August		
BSBINS601	BLOCK ONE (5 Weeks) – 10 July – 13 August  Manage knowledge and information	Elective	100
BSBINS601  TERM THREE, E	BLOCK ONE (5 Weeks) – 10 July – 13 August  Manage knowledge and information  BLOCK TWO (5 Weeks) – 14 August – 17 September	Hours	100
BSBINS601	BLOCK ONE (5 Weeks) – 10 July – 13 August  Manage knowledge and information		
BSBINS601  TERM THREE, E	BLOCK ONE (5 Weeks) – 10 July – 13 August  Manage knowledge and information  BLOCK TWO (5 Weeks) – 14 August – 17 September	Hours	100
BSBINS601  TERM THREE, E	BLOCK ONE (5 Weeks) – 10 July – 13 August  Manage knowledge and information  BLOCK TWO (5 Weeks) – 14 August – 17 September	Hours	100
BSBINS601  TERM THREE, E	BLOCK ONE (5 Weeks) – 10 July – 13 August  Manage knowledge and information  BLOCK TWO (5 Weeks) – 14 August – 17 September	Hours	100
BSBINS601  TERM THREE, E	Manage knowledge and information  SLOCK TWO (5 Weeks) – 14 August – 17 September  Provide leadership across the organisation	Hours	100
TERM THREE, E BSBLDR602	Manage knowledge and information  SLOCK TWO (5 Weeks) – 14 August – 17 September  Provide leadership across the organisation	Hours	100
TERM THREE, E BSBLDR602	Manage knowledge and information  BLOCK TWO (5 Weeks) – 14 August – 17 September  Provide leadership across the organisation  TERM BREAK	Hours	100
TERM THREE, E BSBLDR602  TERM FOUR, B	Manage knowledge and information  BLOCK TWO (5 Weeks) – 14 August – 17 September  Provide leadership across the organisation  TERM BREAK  LOCK ONE (5 Weeks) – 03 October – 05 November	Hours  Elective  Hours	100 100
TERM THREE, E BSBLDR602  TERM FOUR, B	Manage knowledge and information  BLOCK TWO (5 Weeks) – 14 August – 17 September  Provide leadership across the organisation  TERM BREAK  LOCK ONE (5 Weeks) – 03 October – 05 November	Hours  Elective  Hours	100 100
TERM THREE, E BSBLDR602  TERM FOUR, B BSBMKG621	Manage knowledge and information  BLOCK TWO (5 Weeks) – 14 August – 17 September  Provide leadership across the organisation  TERM BREAK  LOCK ONE (5 Weeks) – 03 October – 05 November	Hours  Elective  Hours  Core	100 100 100
TERM THREE, E BSBLDR602  TERM FOUR, B BSBMKG621	Manage knowledge and information  BLOCK TWO (5 Weeks) – 14 August – 17 September  Provide leadership across the organisation  TERM BREAK  LOCK ONE (5 Weeks) – 03 October – 05 November  Develop organisational marketing strategy	Hours  Elective  Hours  Core	100 100 100
TERM THREE, E BSBLDR602  TERM FOUR, B BSBMKG621  TERM FOUR, B	Manage knowledge and information  BLOCK TWO (5 Weeks) – 14 August – 17 September  Provide leadership across the organisation  TERM BREAK  LOCK ONE (5 Weeks) – 03 October – 05 November  Develop organisational marketing strategy  LOCK TWO (5 Weeks) – 06 November – 10 December	Hours  Elective  Hours  Core	100 100 100

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