

Delivery Structure

BSB50620 Diploma of Marketing and Communication

	2024				2025				
Unit Code:	Unit Name	Core/Elective	Hours	Unit Code:	Unit Name	Core/Elective	Hour		
TERM ONE, BLO	DCK ONE (5 Weeks) – 22 January – 25 February			TERM ONE, BL	OCK ONE (5 Weeks) – 28 January – 02 March				
BSBMKG541	Identify and evaluate marketing opportunities	Core	100	BSBMKG552	Design and develop marketing communication plans	Core	100		
		Hours	100			Hours	100		
ERM ONE, BLO	DCK TWO (5 Weeks) – 26 February – 31 March			TERM ONE, BL	OCK TWO (5 Weeks) – 03 March – 06 April				
SBMKG542	Establish and monitor the marketing mix	Core	100	BSBLDR522	Manage people performance	Elective	100		
		Hours	100			Hours	100		
	TERM BREAK				TERM BREAK				
ERM TWO, BL	OCK ONE (5 Weeks) – 15 April – 19 May			TERM TWO, BL	.OCK ONE (5 Weeks) – 22 April – 25 May				
SBMKG543	Plan and interpret market research	Elective	100	BSBMKG546	Develop social media engagement plans	Elective	100		
		Hours	100			Hours	100		
ERM TWO, BL	OCK TWO (5 Weeks) – 20 May – 23 June			TERM TWO, BL	OCK TWO (5 Weeks) – 26 May – 29 June				
SBLDR523	Lead and manage effective workplace relationships	Elective	100	BSBPMG430	Undertake project work	Core	100		
	TERM BREAK	Hours	100		TERM BREAK	Hours	100		
	BLOCK ONE (5 Weeks) – 15 July – 18 August	Elective	100		BLOCK ONE (5 Weeks) – 14 July – 17 August Identify and evaluate marketing	Core	100		
	BLOCK ONE (5 Weeks) – 15 July – 18 August Conduct marketing audits	Elective	100	BSBMKG541		Core	100		
SBMKG545	Conduct marketing audits	Hours	100 100	BSBMKG541	Identify and evaluate marketing opportunities	Hours	100 100		
SBMKG545 ERM THREE, B	Conduct marketing audits BLOCK TWO (5 Weeks) – 19 August – 22 September	Hours	100	BSBMKG541	Identify and evaluate marketing opportunities BLOCK TWO (5 Weeks) – 18 August – 21 Septer	Hours	100		
SBMKG545 ERM THREE, B	Conduct marketing audits	Hours		BSBMKG541	Identify and evaluate marketing opportunities	Hours	100		
SBMKG545 ERM THREE, B	Conduct marketing audits BLOCK TWO (5 Weeks) – 19 August – 22 September	Hours	100	BSBMKG541	Identify and evaluate marketing opportunities BLOCK TWO (5 Weeks) – 18 August – 21 Septer	Hours	100		
SBMKG545 ERM THREE, B	Conduct marketing audits BLOCK TWO (5 Weeks) – 19 August – 22 September Originate and develop concepts	Hours	100	BSBMKG541	Identify and evaluate marketing opportunities BLOCK TWO (5 Weeks) – 18 August – 21 Septer Establish and monitor the marketing mix	Hours mber Core			
ISBMKG545 ERM THREE, B ISBCRT512	Conduct marketing audits Conduct marketing audits COCK TWO (5 Weeks) – 19 August – 22 September Originate and develop concepts TERM BREAK	Hours	100	BSBMKG541 TERM THREE, E BSBMKG542	Identify and evaluate marketing opportunities BLOCK TWO (5 Weeks) – 18 August – 21 Septer Establish and monitor the marketing mix TERM BREAK	Hours Core Hours Hours	100		
SBMKG545 ERM THREE, B SBCRT512 ERM FOUR, BI	Conduct marketing audits BLOCK TWO (5 Weeks) – 19 August – 22 September Originate and develop concepts TERM BREAK LOCK ONE (5 Weeks) – 08 October – 10 November	Elective Hours Hours	100 100 100	BSBMKG541 TERM THREE, E BSBMKG542 TERM FOUR, B	Identify and evaluate marketing opportunities BLOCK TWO (5 Weeks) – 18 August – 21 Septer Establish and monitor the marketing mix TERM BREAK LOCK ONE (5 Weeks) – 07 October – 09 Noven	Hours mber Core Hours	100 100 100		
ERM THREE, B SBCRT512 ERM FOUR, B	Conduct marketing audits Conduct marketing audits COCK TWO (5 Weeks) – 19 August – 22 September Originate and develop concepts TERM BREAK	Hours	100	BSBMKG541 TERM THREE, E BSBMKG542	Identify and evaluate marketing opportunities BLOCK TWO (5 Weeks) – 18 August – 21 Septer Establish and monitor the marketing mix TERM BREAK	Hours Core Hours Hours	100 100		
SBMKG545 ERM THREE, B SBCRT512 ERM FOUR, BI SBMKG555	Conduct marketing audits	Elective Hours Hours Core Hours	100 100 100	BSBMKG541 TERM THREE, E BSBMKG542 TERM FOUR, B BSBMKG543	Identify and evaluate marketing opportunities BLOCK TWO (5 Weeks) – 18 August – 21 Septer Establish and monitor the marketing mix ESTABLISH ESTABLISH STREAK COCK ONE (5 Weeks) – 07 October – 09 Noven Plan and interpret market research	Hours	100 1000 1000		
SSBMKG545	Conduct marketing audits BLOCK TWO (5 Weeks) – 19 August – 22 September Originate and develop concepts TERM BREAK LOCK ONE (5 Weeks) – 08 October – 10 November	Elective Hours Hours Core Hours	100 100 100	BSBMKG541 TERM THREE, E BSBMKG542 TERM FOUR, B BSBMKG543	Identify and evaluate marketing opportunities BLOCK TWO (5 Weeks) – 18 August – 21 Septer Establish and monitor the marketing mix TERM BREAK LOCK ONE (5 Weeks) – 07 October – 09 Noven	Hours	100 100 100 100		
BSBMKG545	Conduct marketing audits	Hours Elective Hours Core Hours er	100 100 100	BSBMKG541 TERM THREE, E BSBMKG542 TERM FOUR, B BSBMKG543 TERM FOUR, B	Identify and evaluate marketing opportunities BLOCK TWO (5 Weeks) – 18 August – 21 Septer Establish and monitor the marketing mix ESTABLISH AND MONITOR THE MARKET IN THE MARKET INTERNAL AND THE MARKET IN THE MA	Hours	100		

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Delivery Structure

BSB50620 Diploma of Marketing and Communication

2026

	2026				2027		
Unit Code:	Unit Name	Core/Elective	Hours	Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, B	LOCK ONE (5 Weeks) – 27 January – 01 March			TERM ONE, BLC	DCK ONE (5 Weeks) – 18 January – 21 February	1	
BSBMKG545	Conduct marketing audits	Elective	100	BSBMKG541	Identify and evaluate marketing opportunities	Core	100
		Hours	100			Hours	100
TERM ONE, B	LOCK TWO (5 Weeks) – 02 March – 05 April			TERM ONE, BLC	OCK TWO (5 Weeks) – 22 February – 28 March		
BSBCRT512	Originate and develop concepts	Elective	100	BSBMKG542	Establish and monitor the marketing mix	Core	100
		Hours	100			Hours	100
	TERM BREAK				TERM BREAK		
TERM TWO, E	BLOCK ONE (5 Weeks) – 20 April – 24 May			TERM TWO, BL	OCK 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, E	BLOCK TWO (5 Weeks) – 25 May – 28 June			TERM TWO, BL	OCK TWO (5 Weeks) – 17 May – 20 June		
BSBFIN501	Manage budgets and financial plans	Elective	100	BSBLDR523	Lead and manage effective workplace relationships	Elective	100
			100				100
		Hours	100			Hours	100
	TERM BREAK				TERM BREAK		
TERM THREE,	BLOCK ONE (5 Weeks) – 13 July – 16 August			TERM THREE, B	LOCK ONE (5 Weeks) – 12 July – 15 August		
BSBMKG552	Design and develop marketing communication plans	Core	100	BSBMKG545	Conduct marketing audits	Elective	100
		Hours	100			Hours	100
BSBLDR522	BLOCK TWO (5 Weeks) – 17 August – 20 Septemb	Elective	100	BSBCRT512	LOCK TWO (5 Weeks) – 16 August – 19 Septen	Elective	100
B3BLDR322	Manage people performance	Elective	100	BSBCRISIZ	Originate and develop concepts	Elective	100
		Hours	100			Hours	100
	TERM BREAK				TERM BREAK		
TERM FOUR,	BLOCK ONE (5 Weeks) – 06 October – 08 Novembe	er		TERM FOUR, BI	LOCK ONE (5 Weeks) – 05 October – 07 Novem	ber	
TERM FOUR, BSBMKG546	BLOCK ONE (5 Weeks) – 06 October – 08 November Develop social media engagement plans	er Elective	100	TERM FOUR, BI	OCK ONE (5 Weeks) – 05 October – 07 Novem Write persuasive copy	Core	100
		1 1	100 100				100 100
BSBMKG546		Elective Hours		BSBMKG555		Core Hours	
BSBMKG546	Develop social media engagement plans	Elective Hours		BSBMKG555	Write persuasive copy	Core Hours	

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Delivery Structure

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	2028		
Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, B	LOCK ONE (5 Weeks) – 24 January – 27 February		
BSBMKG552	Design and develop marketing communication plans	Core	100
		Hours	100
	LOCK TWO (5 Weeks) – 28 February – 02 April	1	
BSBLDR522	Manage people performance	Elective	100
		Hours	100
	TERM BREAK		
	BLOCK ONE (5 Weeks) – 18 April – 21 May		
BSBMKG546	Develop social media engagement plans	Elective	100
		Hours	100
	BLOCK TWO (5 Weeks) – 22 May – 25 June	Com	100
BSBPMG430	Undertake project work	Core	100
		Hours	100
		nours	100
	TERM BREAK		
TERM THREE,	BLOCK ONE (5 Weeks) – 10 July – 13 August		
BSBMKG541	Identify and evaluate marketing opportunities	Core	100
		Hours	100
TERM THREE,	BLOCK TWO (5 Weeks) – 14 August – 17 Septemb	er	
BSBMKG542	Establish and monitor the marketing mix	Core	100
			100
		Hours	100
	TERM BREAK	Hours	100
TERM FOUR,	TERM BREAK BLOCK ONE (5 Weeks) – 03 October – 05 Novembe		100
	BLOCK ONE (5 Weeks) – 03 October – 05 Novembe	er	
	BLOCK ONE (5 Weeks) – 03 October – 05 Novembe	er	100
BSBMKG543	BLOCK ONE (5 Weeks) – 03 October – 05 Novembe	Elective Hours	100
BSBMKG543	BLOCK ONE (5 Weeks) – 03 October – 05 November Plan and interpret market research	Elective Hours	100 100 100
BSBMKG543	BLOCK ONE (5 Weeks) – 03 October – 05 November Plan and interpret market research BLOCK TWO (5 Weeks) – 06 November – 10 Decem Lead and manage effective workplace	Elective Hours	100 100

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