

# Delivery Structure

## BSB50620 Diploma of Marketing and Communication

2024

Unit Code:	Unit Name	Core/Elective	Hours
<b>TERM ONE, BLOCK ONE (5 Weeks) – 22 January – 25 February</b>			
BSBMKG541	Identify and evaluate marketing opportunities	Core	100
		Hours	100
<b>TERM ONE, BLOCK TWO (5 Weeks) – 26 February – 31 March</b>			
BSBMKG542	Establish and monitor the marketing mix	Core	100
		Hours	100
<b>TERM BREAK</b>			
<b>TERM TWO, BLOCK ONE (5 Weeks) – 15 April – 19 May</b>			
BSBMKG543	Plan and interpret market research	Elective	100
		Hours	100
<b>TERM TWO, BLOCK TWO (5 Weeks) – 20 May – 23 June</b>			
BSBLDR523	Lead and manage effective workplace relationships	Elective	100
		Hours	100
<b>TERM BREAK</b>			
<b>TERM THREE, BLOCK ONE (5 Weeks) – 15 July – 18 August</b>			
BSBMKG545	Conduct marketing audits	Elective	100
		Hours	100
<b>TERM THREE, BLOCK TWO (5 Weeks) – 19 August – 22 September</b>			
BSBCRT512	Originate and develop concepts	Elective	100
		Hours	100
<b>TERM BREAK</b>			
<b>TERM FOUR, BLOCK ONE (5 Weeks) – 08 October – 10 November</b>			
BSBMKG555	Write persuasive copy	Core	100
		Hours	
<b>TERM FOUR, BLOCK TWO (5 Weeks) – 11 November – 15 December</b>			
BSBFIN501	Manage budgets and financial plans	Elective	100
		Hours	100

2025

Unit Code:	Unit Name	Core/Elective	Hours
<b>TERM ONE, BLOCK ONE (5 Weeks) – 28 January – 02 March</b>			
BSBMKG552	Design and develop marketing communication plans	Core	100
		Hours	100
<b>TERM ONE, BLOCK TWO (5 Weeks) – 03 March – 06 April</b>			
BSBLDR522	Manage people performance	Elective	100
		Hours	100
<b>TERM BREAK</b>			
<b>TERM TWO, BLOCK ONE (5 Weeks) – 22 April – 25 May</b>			
BSBMKG546	Develop social media engagement plans	Elective	100
		Hours	100
<b>TERM TWO, BLOCK TWO (5 Weeks) – 26 May – 29 June</b>			
BSBPMG430	Undertake project work	Core	100
		Hours	100
<b>TERM BREAK</b>			
<b>TERM THREE, BLOCK ONE (5 Weeks) – 14 July – 17 August</b>			
BSBMKG541	Identify and evaluate marketing opportunities	Core	100
		Hours	100
<b>TERM THREE, BLOCK TWO (5 Weeks) – 18 August – 21 September</b>			
BSBMKG542	Establish and monitor the marketing mix	Core	100
		Hours	100
<b>TERM BREAK</b>			
<b>TERM FOUR, BLOCK ONE (5 Weeks) – 07 October – 09 November</b>			
BSBMKG543	Plan and interpret market research	Elective	100
		Hours	100
<b>TERM FOUR, BLOCK TWO (5 Weeks) – 10 November – 14 December</b>			
BSBLDR523	Lead and manage effective workplace relationships	Elective	100
		Hours	100

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## BSB50620 Diploma of Marketing and Communication

2026

2027

Unit Code:	Unit Name	Core/Elective	Hours
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**TERM ONE, BLOCK ONE (5 Weeks) – 27 January – 01 March**

BSBMKG545	Conduct marketing audits	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBCRT512	Originate and develop concepts	Elective	100
<b>Hours</b>			<b>100</b>

**TERM BREAK**

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

BSBMKG555	Write persuasive copy	Core	100
<b>Hours</b>			<b>100</b>

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

BSBFIN501	Manage budgets and financial plans	Elective	100
<b>Hours</b>			<b>100</b>

**TERM BREAK**

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

BSBMKG552	Design and develop marketing communication plans	Core	100
<b>Hours</b>			<b>100</b>

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

BSBLDR522	Manage people performance	Elective	100
<b>Hours</b>			<b>100</b>

**TERM BREAK**

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

BSBMKG546	Develop social media engagement plans	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBPMG430	Undertake project work	Core	100
<b>Hours</b>			<b>100</b>

Unit Code:	Unit Name	Core/Elective	Hours
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**TERM ONE, BLOCK ONE (5 Weeks) – 18 January – 21 February**

BSBMKG541	Identify and evaluate marketing opportunities	Core	100
<b>Hours</b>			<b>100</b>

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

BSBMKG542	Establish and monitor the marketing mix	Core	100
<b>Hours</b>			<b>100</b>

**TERM BREAK**

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

BSBMKG543	Plan and interpret market research	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBLDR523	Lead and manage effective workplace relationships	Elective	100
<b>Hours</b>			<b>100</b>

**TERM BREAK**

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

BSBMKG545	Conduct marketing audits	Elective	100
<b>Hours</b>			<b>100</b>

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

BSBCRT512	Originate and develop concepts	Elective	100
<b>Hours</b>			<b>100</b>

**TERM BREAK**

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

BSBMKG555	Write persuasive copy	Core	100
<b>Hours</b>			<b>100</b>

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

BSBFIN501	Manage budgets and financial plans	Elective	100
<b>Hours</b>			<b>100</b>

# Delivery Structure

## BSB50620 Diploma of Marketing and Communication

2028

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

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