

Delivery Structure

BSB60520 Advanced Diploma of Marketing and Communication

2024

Unit Code:	Unit Name	Core/Elective	Hours		Unit Code:	Unit Name	Core/Elective	Hours
TERM ON	E, BLOCK ONE (5 Weeks) – 22 January – 25 February				TERM ONE, B	LOCK ONE (5 Weeks) – 28 January – 02 March		
BSBINS602	Manage knowledge and information	Elective	100		BSBMKG623	Develop marketing plans	Core	100
		Hours	100				Hours	100
TERM ONE, BLOCK TWO (5 Weeks) – 26 February – 31 March				•	TERM ONE, B	LOCK TWO (5 Weeks) – 03 March – 06 April		<u>'</u>
BSBLDR60	2 Provide leadership across the organisation	Elective	100		BSBSTR602	Develop organisational strategies	Elective	100
		Hours	100				Hours	100
				1				
	TERM BREAK					TERM BREAK		
TERM TW	D, BLOCK ONE (5 Weeks) – 15 April – 19 May	= 			TERM TWO, I	BLOCK ONE (5 Weeks) – 22 April – 25 May		
BSBMKG6	21 Develop organisational marketing strategy	Core	100		BSBLDR601	Lead and manage organisational change	Elective	100
	•	Hours	100				Hours	100
TERM TW	D, BLOCK TWO (5 Weeks) – 20 May – 23 June			•	TERM TWO, I	BLOCK TWO (5 Weeks) – 26 May – 29 June		
BSBMKG6	24 Manage market research	Elective	100		BSBTWK601	Develop and maintain strategic business	Core	100
BSBIVINGO	24 Manage market research	Elective	100		BSB1WK001	networks	core	100
		Hours	100				Hours	100
		1						
	TERM BREAK					TERM BREAK		
TERM THE	EE, BLOCK ONE (5 Weeks) – 15 July – 18 August	T		,	TERM THREE,	, BLOCK ONE (5 Weeks) – 14 July – 17 August	1	1
BSBMKG6	22 Manage organisational marketing processes	Core	100		BSBINS601	Manage knowledge and information	Elective	100
		Hours	100				Hours	100
TERM THE	EE, BLOCK TWO (5 Weeks) – 19 August – 22 Septem	ber			TERM THREE,	, BLOCK TWO (5 Weeks) – 18 August – 21 Septen	nber	
BSBSTR60	Manage innovation and continuous	Elective	100		BSBLDR602	Provide leadership across the organisation	Elective	100
	improvement							
			<u> </u>	$\ \cdot \ $		<u> </u>	1	
		Hours	100]			Hours	100
	TERM BREAK					TERM BREAK		
TERM FOL	IR, BLOCK ONE (5 Weeks) – 08 October – 10 Novemb	ı er			TERM FOUR,	BLOCK ONE (5 Weeks) – 07 October – 09 Novem	ber	
BSBMKG6	26 Develop advertising campaigns	Elective	100	1	BSBMKG621	Develop organisational marketing strategy	Core	100
				1				
		Hours	100				Hours	100
TERM EOI	IR, BLOCK TWO (5 Weeks) – 11 November – 15 Dece]	TERM FOLIP	BLOCK TWO (5 Weeks) – 10 November – 14 Dec		100
BSBOPS60		1	100	1		1		100
B3BUP360	1 Develop and implement business plans	Elective	100		BSBMKG624	Manage market research	Elective	100
	m komagilledu.au	Level 4, 6	35-538 KE <u>I</u> I NE		nge Street.	Y Level 4, 368-390 S	Lasex Street	
		Hours	100				Hours	100
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	2026				2027		
Unit Code:	Unit Name	Core/Elective	Hours	Unit Code:	Unit Name	Core/Elective	Hour
ERM ONE, B	BLOCK ONE (5 Weeks) – 27 January – 01 March			TERM ONE, BL	OCK ONE (5 Weeks) – 18 January – 21 February	'	
SSBMKG622	Manage organisational marketing processes	Core	100	BSBINS601	Manage knowledge and information	Elective	100
TOM ONE D	NOCK TWO (5 Weeks) 02 Mouth 05 April	Hours	100	TERM ONE DI	OCK TWO (F Weeks) 22 February 28 Merch	Hours	100
EKIVI UNE, B	BLOCK TWO (5 Weeks) – 02 March – 05 April		100	TERIVI ONE, BL	OCK TWO (5 Weeks) – 22 February – 28 March		
3SBSTR601	Manage innovation and continuous improvement	Elective	100	BSBLDR602	Provide leadership across the organisation	Elective	100
		Hours	100			Hours	100
	TERM BREAK				TERM BREAK		
ERM TWO, E	BLOCK ONE (5 Weeks) – 20 April – 24 May			TERM TWO, BI	LOCK ONE (5 Weeks) – 12 April – 16 May		
BSBMKG626	Develop advertising campaigns	Elective	100	BSBMKG621	Develop organisational marketing strategy	Core	100
		Hours	100			Hours	100
	BLOCK TWO (5 Weeks) – 25 May – 28 June		1		LOCK TWO (5 Weeks) – 17 May – 20 June	1 1	
3SBOPS601	Develop and implement business plans	Elective	100	BSBMKG624	Manage market research	Elective	100
		Hours	100			Hours	100
	TERM BREAK				TERM BREAK]
TERM THREE,	, BLOCK ONE (5 Weeks) – 13 July – 16 August			TERM THREE, I	BLOCK ONE (5 Weeks) – 12 July – 15 August		J
BSBMKG623	Develop marketing plans	Core	100	BSBMKG622	Manage organisational marketing processes	Core	100
		Hours	100			Hours	100
TERM THREE,	, BLOCK TWO (5 Weeks) – 17 August – 20 Septen		1	TERM THREE, I	BLOCK TWO (5 Weeks) – 16 August – 19 Septen	nber	
3SBSTR602	Develop organisational strategies	Elective	100	BSBSTR601	Manage innovation and continuous improvement	Elective	100
		Hours	100			Hours	100
	TERM BREAK				TERM BREAK]
TERM FOUR,	BLOCK ONE (5 Weeks) – 06 October – 08 Novem	ber		TERM FOUR, B	LOCK ONE (5 Weeks) – 05 October – 07 Novem	ber	
3SBLDR601	Lead and manage organisational change	Elective	100	BSBMKG626	Develop advertising campaigns	Elective	100
		Hours	100			Hours	100
TERM FOUR,	BLOCK TWO (5 Weeks) – 09 November – 13 Dec	ember		TERM FOUR, B	LOCK TWO (5 Weeks) – 08 November – 12 Dec	ember	
3SBTWK601	Develop and maintain strategic business networks	Core	100	BSBOPS601	Develop and implement business plans	Elective	100
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Delivery Structure

BSB60520 Advanced Diploma of Marketing and Communication

2028

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, B	LOCK ONE (5 Weeks) – 24 January – 27 February		
BSBMKG623	Develop marketing plans	Core	100
		Hours	100
TERM ONE, B	LOCK TWO (5 Weeks) – 28 February – 02 April		
BSBSTR602	Develop organisational strategies	Elective	100
	, , ,		
	<u> </u>	Hours	100
_			100
	TERM BREAK		
TERM TWO, I	BLOCK ONE (5 Weeks) – 18 April – 21 May		
BSBLDR601	Lead and manage organisational change	Elective	100
		Hours	100
TERM TWO, E	BLOCK TWO (5 Weeks) – 22 May – 25 June		
BSBTWK601	Develop and maintain strategic business	Core	100
	networks	00.0	
		Hours	100
[TERM BREAK		
	I EINIVI DINEAN		
L	TERM DILER		
TERM THREE,	BLOCK ONE (5 Weeks) – 10 July – 13 August		
TERM THREE,		Elective	100
	BLOCK ONE (5 Weeks) – 10 July – 13 August	Elective	100
	BLOCK ONE (5 Weeks) – 10 July – 13 August	Elective	100
BSBINS601	BLOCK ONE (5 Weeks) – 10 July – 13 August	Hours	
BSBINS601	BLOCK ONE (5 Weeks) – 10 July – 13 August Manage knowledge and information	Hours	
BSBINS601 TERM THREE,	BLOCK ONE (5 Weeks) – 10 July – 13 August Manage knowledge and information BLOCK TWO (5 Weeks) – 14 August – 17 September 14 August – 17 September 15 September 16 September 17 September 17 September 17 September 17 September 18 September 19 September	Hours	100
BSBINS601 TERM THREE,	BLOCK ONE (5 Weeks) – 10 July – 13 August Manage knowledge and information BLOCK TWO (5 Weeks) – 14 August – 17 September 14 August – 17 September 15 September 16 September 17 September 17 September 17 September 17 September 18 September 19 September	Hours	100
BSBINS601 TERM THREE,	BLOCK ONE (5 Weeks) – 10 July – 13 August Manage knowledge and information BLOCK TWO (5 Weeks) – 14 August – 17 September Provide leadership across the organisation	Hours ber Elective	100
TERM THREE, BSBLDR602	BLOCK ONE (5 Weeks) – 10 July – 13 August Manage knowledge and information BLOCK TWO (5 Weeks) – 14 August – 17 September 17 Provide leadership across the organisation	Hours ber Elective Hours	100
TERM THREE, BSBLDR602 TERM FOUR,	BLOCK ONE (5 Weeks) – 10 July – 13 August Manage knowledge and information BLOCK TWO (5 Weeks) – 14 August – 17 September 17 Provide leadership across the organisation TERM BREAK BLOCK ONE (5 Weeks) – 03 October – 05 November 18 August – 18 August – 19 September 19 August – 19 August – 19 September 19 August – 19 Aug	Hours ber Elective Hours	100
TERM THREE, BSBLDR602	BLOCK ONE (5 Weeks) – 10 July – 13 August Manage knowledge and information BLOCK TWO (5 Weeks) – 14 August – 17 September 17 Provide leadership across the organisation	Hours ber Elective Hours	100
TERM THREE, BSBLDR602 TERM FOUR,	BLOCK ONE (5 Weeks) – 10 July – 13 August Manage knowledge and information BLOCK TWO (5 Weeks) – 14 August – 17 September 17 Provide leadership across the organisation TERM BREAK BLOCK ONE (5 Weeks) – 03 October – 05 November 18 August – 18 August – 19 September 19 August – 19 August – 19 September 19 August – 19 Aug	Hours ber Elective Hours er Core	100 100 100
TERM THREE, BSBLDR602 TERM FOUR, BSBMKG621	BLOCK ONE (5 Weeks) – 10 July – 13 August Manage knowledge and information BLOCK TWO (5 Weeks) – 14 August – 17 September of the provide leadership across the organisation TERM BREAK BLOCK ONE (5 Weeks) – 03 October – 05 November of the provide organisational marketing strategy	Hours ber Elective Hours cer Core	100
TERM THREE, BSBLDR602 TERM FOUR, BSBMKG621	BLOCK ONE (5 Weeks) – 10 July – 13 August Manage knowledge and information BLOCK TWO (5 Weeks) – 14 August – 17 September 17 Provide leadership across the organisation TERM BREAK BLOCK ONE (5 Weeks) – 03 October – 05 November 18 August – 18 August – 19 September 19 August – 19 August – 19 September 19 August – 19 Aug	Hours ber Elective Hours cer Core	100 100 100
TERM THREE, BSBLDR602 TERM FOUR, BSBMKG621	BLOCK ONE (5 Weeks) – 10 July – 13 August Manage knowledge and information BLOCK TWO (5 Weeks) – 14 August – 17 September of the provide leadership across the organisation TERM BREAK BLOCK ONE (5 Weeks) – 03 October – 05 November of the provide organisational marketing strategy	Hours ber Elective Hours cer Core	100 100 100
TERM THREE, BSBLDR602 TERM FOUR, BSBMKG621 TERM FOUR,	BLOCK ONE (5 Weeks) – 10 July – 13 August Manage knowledge and information BLOCK TWO (5 Weeks) – 14 August – 17 Septemble Provide leadership across the organisation TERM BREAK BLOCK ONE (5 Weeks) – 03 October – 05 Novemble Develop organisational marketing strategy	Hours ber Elective Hours cer Core Hours	100 100 100 100

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