Delivery Structure

BSB60520 Advanced Diploma of Marketing and Communication

2024

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 22 January – 25 February			
BSBINS601	Manage knowledge and information	Elective	100
		Hours	**100**
TERM ONE, BLOCK TWO (5 Weeks) – 26 February – 31 March			
BSBLDR602	Provide leadership across the organisation	Elective	100
		Hours	**100**
	TERM BREAK		
TERM TWO, BLOCK ONE (5 Weeks) – 15 April – 19 May			
BSBMKG621	Develop organisational marketing strategy	Core	100
		Hours	**100**
TERM TWO, BLOCK TWO (5 Weeks) – 20 May – 23 June			
BSBMKG624	Manage market research	Elective	100
		Hours	**100**
	TERM BREAK		
TERM THREE, BLOCK ONE (5 Weeks) – 15 July – 18 August			
BSBMKG622	Manage organisational marketing processes	Core	100
		Hours	**100**
TERM THREE, BLOCK TWO (5 Weeks) – 19 August – 22 September			
BSBSTR601	Manage innovation and continuous improvement	Elective	100
		Hours	**100**
	TERM BREAK		
TERM FOUR, BLOCK ONE (5 Weeks) – 08 October – 10 November			
BSBMKG626	Develop advertising campaigns	Elective	100
		Hours	**100**
TERM FOUR, BLOCK TWO (5 Weeks) – 11 November – 15 December			
BSBOPS601	Develop and implement business plans	Elective	100
		Hours	**100**

2025

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 28 January – 02 March			
BSBMKG623	Develop marketing plans	Core	100
		Hours	**100**
TERM ONE, BLOCK TWO (5 Weeks) – 03 March – 06 April			
BSBSTR602	Develop organisational strategies	Elective	100
		Hours	**100**
	TERM BREAK		
TERM TWO, BLOCK ONE (5 Weeks) – 22 April – 25 May			
BSBLDR601	Lead and manage organisational change	Elective	100
		Hours	**100**
TERM TWO, BLOCK TWO (5 Weeks) – 26 May – 29 June			
BSBTWK601	Develop and maintain strategic business networks	Core	100
		Hours	**100**
	TERM BREAK		
TERM THREE, BLOCK ONE (5 Weeks) – 14 July – 17 August			
BSBINS601	Manage knowledge and information	Elective	100
		Hours	**100**
TERM THREE, BLOCK TWO (5 Weeks) – 18 August – 21 September			
BSBLDR602	Provide leadership across the organisation	Elective	100
		Hours	**100**
	TERM BREAK		
TERM FOUR, BLOCK ONE (5 Weeks) – 07 October – 09 November			
BSBMKG621	Develop organisational marketing strategy	Core	100
		Hours	**100**
TERM FOUR, BLOCK TWO (5 Weeks) – 10 November – 14 December			
BSBMKG624	Manage market research	Elective	100
		Hours	**100**

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Delivery Structure
BSB60520 Advanced Diploma of Marketing and Communication

2026

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 27 January – 01 March			
BSBMKG622	Manage organisational marketing processes	Core	100
		Hours	**100**
TERM ONE, BLOCK TWO (5 Weeks) – 02 March – 05 April			
BSBSTR601	Manage innovation and continuous improvement	Elective	100
		Hours	**100**
TERM BREAK			
TERM TWO, BLOCK ONE (5 Weeks) – 20 April – 24 May			
BSBMKG626	Develop advertising campaigns	Elective	100
		Hours	**100**
TERM TWO, BLOCK TWO (5 Weeks) – 25 May – 28 June			
BSBOPS601	Develop and implement business plans	Elective	100
		Hours	**100**
TERM BREAK			
TERM THREE, BLOCK ONE (5 Weeks) – 13 July – 16 August			
BSBMKG623	Develop marketing plans	Core	100
		Hours	**100**
TERM THREE, BLOCK TWO (5 Weeks) – 17 August – 20 September			
BSBSTR602	Develop organisational strategies	Elective	100
		Hours	**100**
TERM BREAK			
TERM FOUR, BLOCK ONE (5 Weeks) – 06 October – 08 November			
BSBLDR601	Lead and manage organisational change	Elective	100
		Hours	**100**
TERM FOUR, BLOCK TWO (5 Weeks) – 09 November – 13 December			
BSBTWK601	Develop and maintain strategic business networks	Core	100
		Hours	**100**

2027

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 18 January – 21 February			
BSBINS601	Manage knowledge and information	Elective	100
		Hours	**100**
TERM ONE, BLOCK TWO (5 Weeks) – 22 February – 28 March			
BSBLDR602	Provide leadership across the organisation	Elective	100
		Hours	**100**
TERM BREAK			
TERM TWO, BLOCK ONE (5 Weeks) – 12 April – 16 May			
BSBMKG621	Develop organisational marketing strategy	Core	100
		Hours	**100**
TERM TWO, BLOCK TWO (5 Weeks) – 17 May – 20 June			
BSBMKG624	Manage market research	Elective	100
		Hours	**100**
TERM BREAK			
TERM THREE, BLOCK ONE (5 Weeks) – 12 July – 15 August			
BSBMKG622	Manage organisational marketing processes	Core	100
		Hours	**100**
TERM THREE, BLOCK TWO (5 Weeks) – 16 August – 19 September			
BSBSTR601	Manage innovation and continuous improvement	Elective	100
		Hours	**100**
TERM BREAK			
TERM FOUR, BLOCK ONE (5 Weeks) – 05 October – 07 November			
BSBMKG626	Develop advertising campaigns	Elective	100
		Hours	**100**
TERM FOUR, BLOCK TWO (5 Weeks) – 08 November – 12 December			
BSBOPS601	Develop and implement business plans	Elective	100
		Hours	**100**

Delivery Structure

BSB60520 Advanced Diploma of Marketing and Communication

2028

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 24 January – 27 February			
BSBMKG623	Develop marketing plans	Core	100
		Hours	**100**
TERM ONE, BLOCK TWO (5 Weeks) – 28 February – 02 April			
BSBSTR602	Develop organisational strategies	Elective	100
		Hours	**100**
	TERM BREAK		
TERM TWO, BLOCK ONE (5 Weeks) – 18 April – 21 May			
BSBLDR601	Lead and manage organisational change	Elective	100
		Hours	**100**
TERM TWO, BLOCK TWO (5 Weeks) – 22 May – 25 June			
BSBTWK601	Develop and maintain strategic business networks	Core	100
		Hours	**100**
	TERM BREAK		
TERM THREE, BLOCK ONE (5 Weeks) – 10 July – 13 August			
BSBINS601	Manage knowledge and information	Elective	100
		Hours	**100**
TERM THREE, BLOCK TWO (5 Weeks) – 14 August – 17 September			
BSBLDR602	Provide leadership across the organisation	Elective	100
		Hours	**100**
	TERM BREAK		
TERM FOUR, BLOCK ONE (5 Weeks) – 03 October – 05 November			
BSBMKG621	Develop organisational marketing strategy	Core	100
		Hours	**100**
TERM FOUR, BLOCK TWO (5 Weeks) – 06 November – 10 December			
BSBMKG624	Manage market research	Elective	100
		Hours	**100**