Delivery Structure
BSB40820 Certificate IV in Marketing and Communication

2025

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 28 January – 02 March			
BSBINS401	Analyse and present research information	Elective	60
BSBFIN401	Report on financial activity	Elective	40
		Hours	**100**
TERM ONE, BLOCK TWO (5 Weeks) – 03 March – 06 April			
BSBMKG433	Undertake marketing activities	Core	100
		Hours	**100**
	TERM BREAK		
TERM TWO, BLOCK ONE (5 Weeks) – 22 April – 25 May			
BSBMKG435	Analyse consumer behaviour	Core	100
		Hours	**100**
TERM TWO, BLOCK TWO (5 Weeks) – 26 May – 29 June			
BSBMKG439	Develop and apply knowledge of communications industry	Core	60
BSBCMM411	Make presentations	Core	40
		Hours	**100**
	TERM BREAK		
TERM THREE, BLOCK ONE (5 Weeks) – 14 July – 17 August			
BSBWRT411	Write complex documents	Core	60
BSBCRT412	Articulate, presents and debate ideas	Core	40
		Hours	**100**
TERM THREE, BLOCK TWO (5 Weeks) – 18 August – 21 September			
BSBMKG434	Promote products and services	Elective	100
		Hours	**100**
	TERM BREAK		
TERM FOUR, BLOCK ONE (5 Weeks) – 07 October – 09 November			
BSBINS402	Coordinate workplace information systems	Elective	60
BSBOPS404	Implement customer service strategies	Elective	40
		Hours	**100**
TERM FOUR, BLOCK TWO (5 Weeks) – 10 November – 14 December			
BSBMKG440	Apply marketing communication across a convergent industry	Elective	100
		Hours	**100**

2026

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 27 January – 01 March			
BSBINS401	Analyse and present research information	Elective	60
BSBFIN401	Report on financial activity	Elective	40
		Hours	**100**
TERM ONE, BLOCK TWO (5 Weeks) – 02 March – 05 April			
BSBMKG433	Undertake marketing activities	Core	100
		Hours	**100**
	TERM BREAK		
TERM TWO, BLOCK ONE (5 Weeks) – 20 April – 24 May			
BSBMKG435	Analyse consumer behaviour	Core	100
		Hours	**100**
TERM TWO, BLOCK TWO (5 Weeks) – 25 May – 28 June			
BSBMKG439	Develop and apply knowledge of communications industry	Core	60
BSBCMM411	Make presentations	Core	40
		Hours	**100**
	TERM BREAK		
TERM THREE, BLOCK ONE (5 Weeks) – 13 July – 16 August			
BSBWRT411	Write complex documents	Core	60
BSBCRT412	Articulate, presents and debate ideas	Core	40
		Hours	**100**
TERM THREE, BLOCK TWO (5 Weeks) – 17 August – 20 September			
BSBMKG434	Promote products and services	Elective	100
		Hours	**100**
	TERM BREAK		
TERM FOUR, BLOCK ONE (5 Weeks) – 06 October – 08 November			
BSBINS402	Coordinate workplace information systems	Elective	60
BSBOPS404	Implement customer service strategies	Elective	40
		Hours	**100**
TERM FOUR, BLOCK TWO (5 Weeks) – 09 November – 13 December			
BSBMKG440	Apply marketing communication across a convergent industry	Elective	100
		Hours	**100**

(+612) 8061 6980
info@magill.edu.au
www.magill.edu.au

George Street Campus (Head Office):
Level 4, 695-699 George Street,
HAYMARKET NSW 2000

Sussex Street Campus:
Level 4, 388-390 Sussex Street,
SYDNEY NSW 2000