

Delivery Structure

BSB50620 Diploma of Marketing and Communication

2025

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

2026

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 27 January – 01 March			
BSBMKG545	Conduct marketing audits	Elective	100
			Hours 100
TERM ONE, BLOCK TWO (5 Weeks) – 02 March – 05 April			
BSBCRT512	Originate and develop concepts	Elective	100
			Hours 100
TERM BREAK			
TERM TWO, BLOCK ONE (5 Weeks) – 20 April – 24 May			
BSBMKG555	Write persuasive copy	Core	100
			Hours 100
TERM TWO, BLOCK TWO (5 Weeks) – 25 May – 28 June			
BSBFIN501	Manage budgets and financial plans	Elective	100
			Hours 100
TERM BREAK			
TERM THREE, BLOCK ONE (5 Weeks) – 13 July – 16 August			
BSBMKG552	Design and develop marketing communication plans	Core	100
			Hours 100
TERM THREE, BLOCK TWO (5 Weeks) – 17 August – 20 September			
BSBLDR522	Manage people performance	Elective	100
			Hours 100
TERM BREAK			
TERM FOUR, BLOCK ONE (5 Weeks) – 06 October – 08 November			
BSBMKG546	Develop social media engagement plans	Elective	100
			Hours 100
TERM FOUR, BLOCK TWO (5 Weeks) – 09 November – 13 December			
BSBPMG430	Undertake project work	Core	100
			Hours 100

Delivery Structure

BSB50620 Diploma of Marketing and Communication

2027

2028

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
Hours			100

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

BSBMKG542	Establish and monitor the marketing mix	Core	100
Hours			100

TERM BREAK

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

BSBMKG543	Plan and interpret market research	Elective	100
Hours			100

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

BSBLDR523	Lead and manage effective workplace relationships	Elective	100
Hours			100

TERM BREAK

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

BSBMKG545	Conduct marketing audits	Elective	100
Hours			100

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

BSBCRT512	Originate and develop concepts	Elective	100
Hours			100

TERM BREAK

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

BSBMKG555	Write persuasive copy	Core	100
Hours			100

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

BSBFIN501	Manage budgets and financial plans	Elective	100
Hours			100

Unit Code:	Unit Name	Core/Elective	Hours
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TERM ONE, BLOCK ONE (5 Weeks) – 24 January – 27 February

BSBMKG552	Design and develop marketing communication plans	Core	100
Hours			100

TERM ONE, BLOCK TWO (5 Weeks) – 28 February – 02 April

BSBLDR522	Manage people performance	Elective	100
Hours			100

TERM BREAK

TERM TWO, BLOCK ONE (5 Weeks) – 18 April – 21 May

BSBMKG546	Develop social media engagement plans	Elective	100
Hours			100

TERM TWO, BLOCK TWO (5 Weeks) – 22 May – 25 June

BSBPMG430	Undertake project work	Core	100
Hours			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 September

BSBMKG542	Establish and monitor the marketing mix	Core	100
Hours			100

TERM BREAK

TERM FOUR, BLOCK ONE (5 Weeks) – 03 October – 05 November

BSBMKG543	Plan and interpret market research	Elective	100
Hours			100

TERM FOUR, BLOCK TWO (5 Weeks) – 06 November – 10 December

BSBLDR523	Lead and manage effective workplace relationships	Elective	100
Hours			100

Delivery Structure

BSB50620 Diploma of Marketing and Communication

2029

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 22 January – 25 February			
BSBMKG545	Conduct marketing audits	Elective	100
		Hours	100
TERM ONE, BLOCK TWO (5 Weeks) – 26 February – 01 April			
BSBCRT512	Originate and develop concepts	Elective	100
		Hours	100
TERM BREAK			
TERM TWO, BLOCK ONE (5 Weeks) – 16 April – 20 May			
BSBMKG555	Write persuasive copy	Core	100
		Hours	100
TERM TWO, BLOCK TWO (5 Weeks) – 21 May – 24 June			
BSBFIN501	Manage budgets and financial plans	Elective	100
		Hours	100
TERM BREAK			
TERM THREE, BLOCK ONE (5 Weeks) – 16 July – 19 August			
BSBMKG552	Design and develop marketing communication plans	Core	100
		Hours	100
TERM THREE, BLOCK TWO (5 Weeks) – 20 August – 23 September			
BSBLDR522	Manage people performance	Elective	100
		Hours	100
TERM BREAK			
TERM FOUR, BLOCK ONE (5 Weeks) – 08 October – 11 November			
BSBMKG546	Develop social media engagement plans	Elective	100
		Hours	100
TERM FOUR, BLOCK TWO (5 Weeks) – 12 November – 16 December			
BSBPMG430	Undertake project work	Core	100
		Hours	100

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