

Delivery Structure

BSB50620 Diploma of Marketing and Communication

2025 Unit Code: Unit Code: Core/Elective Unit Name Core/Elective Hours Unit Name Hours TERM ONE, BLOCK ONE (5 Weeks) – 28 January – 02 March TERM ONE, BLOCK ONE (5 Weeks) – 27 January – 01 March Design and develop marketing communication BSBMKG552 100 BSBMKG545 100 Core Conduct marketing audits Elective 100 100 Hours Hours TERM ONE, BLOCK TWO (5 Weeks) – 03 March – 06 April TERM ONE, BLOCK TWO (5 Weeks) - 02 March - 05 April BSBLDR522 Manage people performance BSBCRT512 Originate and develop concepts 100 100 Hours 100 Hours **TERM BREAK TERM BREAK** TERM TWO, BLOCK ONE (5 Weeks) - 22 April - 25 May TERM TWO, BLOCK ONE (5 Weeks) - 20 April - 24 May BSBMKG546 Develop social media engagement plans Elective 100 BSBMKG555 Write persuasive copy 100 100 100 Hours Hours TERM TWO, BLOCK TWO (5 Weeks) - 26 May - 29 June TERM TWO, BLOCK TWO (5 Weeks) - 25 May - 28 June BSBPMG430 Undertake project work 100 BSBFIN501 Manage budgets and financial plans 100 Hours 100 Hours 100 **TERM BREAK TERM BREAK** TERM THREE, BLOCK ONE (5 Weeks) - 14 July - 17 August TERM THREE, BLOCK ONE (5 Weeks) - 13 July - 16 August Design and develop marketing BSBMKG541 BSBMKG552 Identify and evaluate marketing opportunities 100 Core 100 Core communication plans Hours 100 Hours 100 TERM THREE, BLOCK TWO (5 Weeks) - 18 August - 21 September TERM THREE, BLOCK TWO (5 Weeks) - 17 August - 20 September BSBMKG542 Establish and monitor the marketing mix Core 100 BSBLDR522 Manage people performance Elective 100 Hours 100 Hours 100 **TERM BREAK TERM BREAK** TERM FOUR, BLOCK ONE (5 Weeks) - 07 October - 09 November TERM FOUR, BLOCK ONE (5 Weeks) - 06 October - 08 November BSBMKG543 Plan and interpret market research Elective 100 BSBMKG546 100 Develop social media engagement plans 100 100 Hours Hours TERM FOUR, BLOCK TWO (5 Weeks) - 10 November - 14 December TERM FOUR, BLOCK TWO (5 Weeks) - 09 November - 13 December Lead and manage effective workplace 100 BSBLDR523 BSBPMG430 Elective 100 Undertake project work Core Hours 100 Hours 100

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ABN: 67 090 050 990 CRICOS Provider Code: 01994M RTO No: 91367





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Delivery Structure

BSB50620 Diploma of Marketing and Communication

2027 2028

United Dec Unit Name		2027				2028			
BSBMKGS42 Internify and evaluate marketing opportunities	Unit Code:	Unit Name	Core/Elective	Hours	Unit Code:	Unit Name	Core/Elective	Hours	
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Magill College Pty Ltd Trading as Magill College Sydney ABN: 67 090 050 990 CRICOS Provider Code: 01994M RTO No: 91367







Delivery Structure

BSB50620 Diploma of Marketing and Communication

2029

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, B	LOCK ONE (5 Weeks) – 22 January – 25 February		
BSBMKG545	Conduct marketing audits	Elective	100
		Hours	100
TERM ONE, B	LOCK TWO (5 Weeks) – 26 February – 01 April		
BSBCRT512	Originate and develop concepts	Elective	100
		Hours	100
	TERM BREAK		
TERM TWO, E	BLOCK ONE (5 Weeks) – 16 April – 20 May		
BSBMKG555	Write persuasive copy	Core	100
		Hours	100
TERM TWO, E	BLOCK TWO (5 Weeks) – 21 May – 24 June	Į	
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	er	
BSBLDR522	Manage people performance	Elective	100
		Hours	100
	TERM BREAK		
TERM FOUR,	BLOCK ONE (5 Weeks) – 08 October – 11 Novembe	r	
BSBMKG546	Develop social media engagement plans	Elective	100
		Hours	100
TERM FOUR,	BLOCK TWO (5 Weeks) – 12 November – 16 Decem	ıber	
BSBPMG430	Undertake project work	Core	100
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	www.mealll.edu.nu	Hours	100

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