

# **Delivery Structure**

## BSB60520 Advanced Diploma of Marketing and Communication

	2025				2026	
Unit Code:	Unit Name	Core/Elective	Hours	Unit Code:	Unit Name	Core/Elective
TERM ONE, B	LOCK ONE (5 Weeks) – 28 January – 02 March			TERM ONE, E	BLOCK ONE (5 Weeks) – 27 January – 01 March	
BSBMKG623	Develop marketing plans	Core	100	BSBMKG622	Manage organisational marketing processes	Core
		Hours	100			Hours
TERM ONE, B	LOCK TWO (5 Weeks) – 03 March – 06 April			TERM ONE, E	BLOCK TWO (5 Weeks) – 02 March – 05 April	
BSBSTR602	Develop organisational strategies	Elective	100	BSBSTR601	Manage innovation and continuous improvement	Elective
		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	
BSBLDR601	Lead and manage organisational change	Elective	100	BSBMKG626	Develop advertising campaigns	Elective
		Hours	100			Hours
TERM TWO, I	BLOCK TWO (5 Weeks) – 26 May – 29 June			TERM TWO,	BLOCK TWO (5 Weeks) – 25 May – 28 June	
BSBTWK601	Develop and maintain strategic business networks	Core	100	BSBOPS601	Develop and implement business plans	Elective
		Hours	100			Hours
	TERM BREAK				TERM BREAK	
TERM THREE,	, BLOCK ONE (5 Weeks) – 14 July – 17 August			TERM THREE	F, BLOCK ONE (5 Weeks) – 13 July – 16 August	
BSBINS601	Manage knowledge and information	Elective	100	BSBMKG623	Develop marketing plans	Core
		Hours	100			Hours
TERM THREE,	, BLOCK TWO (5 Weeks) – 18 August – 21 Septem	nber		TERM THREE	, BLOCK TWO (5 Weeks) – 17 August – 20 Septem	ber
BSBLDR602	Provide leadership across the organisation	Elective	100	BSBSTR602	Develop organisational strategies	Elective
		Hours	100			Hours
	TERM BREAK				TERM BREAK	
TERM FOUR,	BLOCK ONE (5 Weeks) – 07 October – 09 Novem	ber		TERM FOUR,	BLOCK ONE (5 Weeks) – 06 October – 08 Novemb	per
BSBMKG621	Develop organisational marketing strategy	Core	100	BSBLDR601	Lead and manage organisational change	Elective
-		Hours	100		•	Hours
TERM FOUR,	BLOCK TWO (5 Weeks) – 10 November – 14 Dece	ember		TERM FOUR,	BLOCK TWO (5 Weeks) – 09 November – 13 Dece	mber
BSBMKG624	Manage market research	Elective	100	BSBTWK601	Develop and maintain strategic business networks	Core
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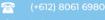
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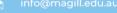


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## BSB60520 Advanced Diploma of Marketing and Communication

	2027				2028		
Unit Code:	Unit Name	Core/Elective	Hours	Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, B	LOCK ONE (5 Weeks) – 18 January – 21 March			TERM ONE, BL	OCK ONE (5 Weeks) – 24 January – 27 February	1	
BSBINS601	Manage knowledge and information	Elective	100	BSBMKG623	Develop marketing plans	Core	100
TERM ONE B	I LOCK TWO (5 Weeks) – 22 February – 28 March	Hours	100	TERM ONE BI	OCK TWO (5 Weeks) – 28 February – 02 April	Hours	100
BSBLDR602	Provide leadership across the organisation	Elective	100	BSBSTR602	Develop organisational strategies	Elective	100
		Hours	100			Hours	100
	TERM BREAK				TERM BREAK		
TERM TWO, E	BLOCK ONE (5 Weeks) – 12 April – 16 May			TERM TWO, B	LOCK ONE (5 Weeks) – 18 April – 21 May		
BSBMKG621	Develop organisational marketing strategy	Core	100	BSBLDR601	Lead and manage organisational change	Elective	100
TERM TWO. F	 	Hours	100	TERM TWO. B	LOCK TWO (5 Weeks) – 22 May – 25 June	Hours	100
BSBMKG624	Manage market research	Elective	100	BSBTWK601	Develop and maintain strategic business networks	Core	100
		Hours	100			Hours	100
	TERM BREAK				TERM BREAK		
TERM THREE,	BLOCK ONE (5 Weeks) – 12 July – 15 August			TERM THREE,	BLOCK ONE (5 Weeks) – 10 July – 13 August		
BSBMKG622	Manage organisational marketing processes	Core	100	BSBINS601	Manage knowledge and information	Elective	100
TERM TURES	NOCKTING (F.W. ala) 46 August 40 Superior	Hours	100	TERM TURES	DIGGETHO (5 Weeks) 44 August 47 September 19	Hours	100
TERIVI THREE,	BLOCK TWO (5 Weeks) – 16 August – 19 Septem	iber		TERIVITINEE,	BLOCK TWO (5 Weeks) – 14 August – 17 Septer	nger	
BSBSTR601	Manage innovation and continuous improvement	Elective	100	BSBLDR602	Provide leadership across the organisation	Elective	100
		Hours	100			Hours	100
	TERM BREAK				TERM BREAK		
TERM FOUR,	BLOCK ONE (5 Weeks) – 05 October – 07 Novem	ber		TERM FOUR, B	SLOCK ONE (5 Weeks) – 03 October – 05 Novem	ber	
BSBMKG626	Develop advertising campaigns	Elective	100	BSBMKG621	Develop organisational marketing strategy	Core	100
		Hours	100			Hours	100
BSBOPS601	BLOCK TWO (5 Weeks) – 08 November – 12 Dece	Elective	100	BSBMKG624	BLOCK TWO (5 Weeks) – 06 November – 10 Dec Manage market research	Elective	100
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		Hours	100	000		Hours	100







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## BSB60520 Advanced Diploma of Marketing and Communication

### 2029

Unit Code:	Unit Name	Core/Elective	Hours
	LOCK ONE (5 Weeks) – 22 January – 25 February	10.0, License	
		Carr	100
BSBMKG622	Manage organisational marketing processes	Core	100
		Hours	100
TERM ONE B	LOCK TWO (5 Weeks) – 26 February – 01 April	riours	100
TERRIT ONE, D	<u> </u>		
BSBSTR601	Manage innovation and continuous improvement	Elective	100
		Hours	100
[	TERM BREAK		
TERM TWO, E	BLOCK ONE (5 Weeks) – 16 April – 20 May		
BSBMKG626	Develop advertising campaigns	Elective	100
		Hours	100
	BLOCK TWO (5 Weeks) – 21 May – 24 June		
BSBOPS601	Develop and implement business plans	Elective	100
		Hours	100
	TERM BREAK		
TERM THREE,	BLOCK ONE (5 Weeks) – 16 July – 19 August		
BSBMKG623	Develop marketing plans	Core	100
		Hours	100
TERM THREE,	BLOCK TWO (5 Weeks) – 20 August – 23 Septemb		100
BSBSTR602	BLOCK TWO (5 Weeks) – 20 August – 23 Septemb Develop organisational strategies		100
		oer I	
		Elective	100
BSBSTR602	Develop organisational strategies	Elective Hours	100
BSBSTR602	Develop organisational strategies  TERM BREAK	Elective Hours	100
BSBSTR602	Develop organisational strategies  TERM BREAK  BLOCK ONE (5 Weeks) – 08 October – 11 Novemb	Elective Hours	100
BSBSTR602  TERM FOUR, BSBLDR601	TERM BREAK  BLOCK ONE (5 Weeks) – 08 October – 11 Novemb  Lead and manage organisational change	Elective  Hours  Elective  Hours	100
BSBSTR602  TERM FOUR, BSBLDR601	Develop organisational strategies  TERM BREAK  BLOCK ONE (5 Weeks) – 08 October – 11 Novemb	Elective  Hours  Elective  Hours	100
BSBSTR602  TERM FOUR, BSBLDR601	TERM BREAK  BLOCK ONE (5 Weeks) – 08 October – 11 Novemb  Lead and manage organisational change	Elective  Hours  Elective  Hours	100
TERM FOUR, BSBLDR601 TERM FOUR,	TERM BREAK  BLOCK ONE (5 Weeks) – 08 October – 11 Novemb  Lead and manage organisational change  BLOCK TWO (5 Weeks) – 12 November – 16 December – 16 Decemb	Hours  Elective  Hours  Hours  Hours	100 100 100

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