

# Delivery Structure

## BSB60520 Advanced Diploma of Marketing and Communication

2025

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

2026

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

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### 2027

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

### 2028

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

# Delivery Structure

## BSB60520 Advanced Diploma of Marketing and Communication

2029

Unit Code:	Unit Name	Core/Elective	Hours
<b>TERM ONE, BLOCK ONE (5 Weeks) – 22 January – 25 February</b>			
BSBMKG622	Manage organisational marketing processes	Core	100
		Hours	100
<b>TERM ONE, BLOCK TWO (5 Weeks) – 26 February – 01 April</b>			
BSBSTR601	Manage innovation and continuous improvement	Elective	100
		Hours	100
<b>TERM BREAK</b>			
<b>TERM TWO, BLOCK ONE (5 Weeks) – 16 April – 20 May</b>			
BSBMKG626	Develop advertising campaigns	Elective	100
		Hours	100
<b>TERM TWO, BLOCK TWO (5 Weeks) – 21 May – 24 June</b>			
BSBOPS601	Develop and implement business plans	Elective	100
		Hours	100
<b>TERM BREAK</b>			
<b>TERM THREE, BLOCK ONE (5 Weeks) – 16 July – 19 August</b>			
BSBMKG623	Develop marketing plans	Core	100
		Hours	100
<b>TERM THREE, BLOCK TWO (5 Weeks) – 20 August – 23 September</b>			
BSBSTR602	Develop organisational strategies	Elective	100
		Hours	100
<b>TERM BREAK</b>			
<b>TERM FOUR, BLOCK ONE (5 Weeks) – 08 October – 11 November</b>			
BSBLDR601	Lead and manage organisational change	Elective	100
		Hours	100
<b>TERM FOUR, BLOCK TWO (5 Weeks) – 12 November – 16 December</b>			
BSBTWK601	Develop and maintain strategic business networks	Core	100
		Hours	100

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