

Delivery Structure

BSB40820 Certificate IV in Marketing and Communication

	2025				2026	
nit Code:	Unit Name	Core/Elective	Hours	Unit Code:	Unit Name	Core/Elective
ERM ONE, BI	LOCK ONE (5 Weeks) – 28 January – 02 March			TERM ONE, BLO	OCK ONE (5 Weeks) – 27 January – 01 March	
SBINS401	Analyse and present research information	Elective	60	BSBINS401	Analyse and present research information	Elective
SSBFIN401	Report on financial activity	Elective	40	BSBFIN401	Report on financial activity	Elective
		Hours	100		•	Hours
ERM ONE, BI	LOCK TWO (5 Weeks) – 03 March – 06 April		'	TERM ONE, BLO	OCK TWO (5 Weeks) – 02 March – 05 April	
SSBMKG433	Undertake marketing activities	Core	100	BSBMKG433	Undertake marketing activities	Core
		Hours	100			Hours
	TERM BREAK				TERM BREAK	
EDM TWO B	BLOCK ONE (5 Weeks) – 22 April – 25 May			TERM TWO DI	OCK ONE (5 Weeks) – 20 April – 24 May	
SBMKG435	Analyse consumer behaviour	Coro	100		<u> </u>	Cara
CC+D/IVIUG	Analyse consumer bendylour	Core	100	BSBMKG435	Analyse consumer behaviour	Core
		Hours	100			Hours
EDM TWO	SLOCK TWO (5 Weeks) – 26 May – 29 June	nours	100	TEDM TWO BY	.OCK TWO (5 Weeks) – 25 May – 28 June	nours
EKIVI I WO, B	, , ,			TERIVITIVO, BL	Develop and apply knowledge of	
SBMKG439	Develop and apply knowledge of communications industry	Core	60	BSBMKG439	communications industry	Core
SBCMM411	Make presentations	Core	40	BSBCMM411	Make presentations	Core
	•	Hours	100			Hours
	<u> </u>	'				
	TERM BREAK				TERM BREAK	
ERM THREE,	BLOCK ONE (5 Weeks) – 14 July – 17 August			TERM THREE, B	BLOCK ONE (5 Weeks) – 13 July – 16 August	
SBWRT411	Write complex documents	Core	60	BSBWRT411	Write complex documents	Core
SBCRT412	Articulate, present and debate ideas	Core	40	BSBCRT412	Articulate, present and debate ideas	Core
		Hours	100			Hours
ERM THREE,	BLOCK TWO (5 Weeks) – 18 August – 21 Septe	mber		TERM THREE, B	BLOCK TWO (5 Weeks) – 17 August – 20 September	er
SBMKG434	Promote products and services	Elective	100	BSBMKG434	Promote products and services	Elective
		Hours	100			Hours
					TERM BREAK	
	TERM BREAK					
FRM FOLIR	TERM BREAK	nher		TERM FOLIR BI		r
	BLOCK ONE (5 Weeks) – 07 October – 09 Noven		60		LOCK ONE (5 Weeks) – 06 October – 08 Novembe	
SSBINS402	BLOCK ONE (5 Weeks) – 07 October – 09 Noven Coordinate workplace information systems	Elective	60	BSBINS402	LOCK ONE (5 Weeks) – 06 October – 08 Novembe Coordinate workplace information systems	Elective
SBINS402	BLOCK ONE (5 Weeks) – 07 October – 09 Noven	Elective Elective	40		LOCK ONE (5 Weeks) – 06 October – 08 Novembe	Elective Elective
3SBINS402 3SBOPS404	BLOCK ONE (5 Weeks) – 07 October – 09 Noven Coordinate workplace information systems Implement customer service strategies	Elective Elective Hours		BSBINS402 BSBOPS404	LOCK ONE (5 Weeks) – 06 October – 08 Novembe Coordinate workplace information systems Implement customer service strategies	Elective Elective Hours
3SBINS402 3SBOPS404 FERM FOUR, I	BLOCK ONE (5 Weeks) – 07 October – 09 Noven Coordinate workplace information systems Implement customer service strategies BLOCK TWO (5 Weeks) – 10 November – 14 Dec	Elective Elective Hours	40 100	BSBINS402 BSBOPS404 TERM FOUR, BI	LOCK ONE (5 Weeks) – 06 October – 08 Novembe Coordinate workplace information systems Implement customer service strategies LOCK TWO (5 Weeks) – 09 November – 13 Decem	Elective Elective Hours
SBINS402 SBOPS404	BLOCK ONE (5 Weeks) – 07 October – 09 Noven Coordinate workplace information systems Implement customer service strategies	Elective Elective Hours	40	BSBINS402 BSBOPS404	LOCK ONE (5 Weeks) – 06 October – 08 Novembe Coordinate workplace information systems Implement customer service strategies	Elective Elective Hours
SBINS402 SBOPS404 ERM FOUR, I	BLOCK ONE (5 Weeks) – 07 October – 09 Novem Coordinate workplace information systems Implement customer service strategies BLOCK TWO (5 Weeks) – 10 November – 14 Dec	Elective Elective Hours	40 100	BSBINS402 BSBOPS404 TERM FOUR, BI	LOCK ONE (5 Weeks) – 06 October – 08 Novembe Coordinate workplace information systems Implement customer service strategies LOCK TWO (5 Weeks) – 09 November – 13 Decem Apply marketing communication across a	Elective Elective Hours

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