

Delivery Structure

BSB40820 Certificate IV in Marketing and Communication

2026

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 27 January – 01 March			
BSBINS401	Analyse and present research information	Elective	60
BSBFIN401	Report on financial activity	Elective	40
Hours			100

TERM ONE, BLOCK TWO (4 Weeks) – 02 March – 29 March

BSBMKG433	Undertake marketing activities	Core	80
Hours			80

TERM BREAK

TERM TWO, BLOCK ONE (5 Weeks) – 20 April – 24 May

BSBMKG439	Develop and apply knowledge of communications industry	Core	60
BSBCMM411	Make presentations	Core	40
Hours			100

TERM TWO, BLOCK TWO (4 Weeks) – 25 May – 21 June

BSBMKG435	Analyse consumer behaviour	Core	80
Hours			80

TERM BREAK

TERM THREE, BLOCK ONE (5 Weeks) – 13 July – 16 August

BSBWRT411	Write complex documents	Core	60
BSBCRT412	Articulate, presents and debate ideas	Core	40
Hours			100

TERM THREE, BLOCK TWO (4 Weeks) – 17 August – 13 September

BSBMKG434	Promote products and services	Elective	80
Hours			80

TERM BREAK

TERM FOUR, BLOCK ONE (5 Weeks) – 06 October – 08 November

BSBINS402	Coordinate workplace information systems	Elective	60
BSBOPS404	Implement customer service strategies	Elective	40
Hours			100

TERM FOUR, BLOCK TWO (4 Weeks) – 09 November – 06 December

BSBMKG440	Apply marketing communication across a convergent industry	Elective	80
Hours			80

2027

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 18 January – 21 February			
BSBINS401	Analyse and present research information	Elective	60
BSBFIN401	Report on financial activity	Elective	40
Hours			100

TERM ONE, BLOCK TWO (4 Weeks) – 22 February – 21 March

BSBMKG433	Undertake marketing activities	Core	80
Hours			80

TERM BREAK

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

BSBMKG439	Develop and apply knowledge of communications industry	Core	60
BSBCMM411	Make presentations	Core	40
Hours			100

TERM TWO, BLOCK TWO (4 Weeks) – 17 May – 13 June

BSBMKG435	Analyse consumer behaviour	Core	80
Hours			80

TERM BREAK

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

BSBWRT411	Write complex documents	Core	60
BSBCRT412	Articulate, presents and debate ideas	Core	40
Hours			100

TERM THREE, BLOCK TWO (4 Weeks) – 16 August – 12 September

BSBMKG434	Promote products and services	Elective	80
Hours			80

TERM BREAK

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

BSBINS402	Coordinate workplace information systems	Elective	60
BSBOPS404	Implement customer service strategies	Elective	40
Hours			100

TERM FOUR, BLOCK TWO (4 Weeks) – 08 November – 05 December

BSBMKG440	Apply marketing communication across a convergent industry	Elective	80
Hours			80

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