



# Delivery Structure

## BSB50620 Diploma of Marketing and Communication

### 2026

Unit Code:	Unit Name	Core/Elective	Hours
<b>TERM ONE, BLOCK ONE (5 Weeks) – 27 January – 01 March</b>			
BSBMKG552	Design and develop marketing communication plans	Core	100
Hours			<b>100</b>

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

BSBLDR522	Manage people performance	Elective	80
Hours			<b>80</b>
<b>TERM BREAK</b>			

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

BSBMKG546	Develop social media engagement plans	Elective	100
Hours			<b>100</b>

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

BSBPMG430	Undertake project work	Core	80
Hours			<b>80</b>
<b>TERM BREAK</b>			

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

BSBMKG541	Identify and evaluate marketing opportunities	Core	100
Hours			<b>100</b>

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

BSBMKG542	Establish and monitor the marketing mix	Core	80
Hours			<b>80</b>
<b>TERM BREAK</b>			

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

BSBMKG543	Plan and interpret market research	Elective	100
Hours			<b>100</b>

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

BSBLDR523	Lead and manage effective workplace relationships	Elective	80
Hours			<b>80</b>

### 2027

Unit Code:	Unit Name	Core/Elective	Hours
<b>TERM ONE, BLOCK ONE (5 Weeks) – 18 January – 21 February</b>			
BSBMKG545	Conduct marketing audits	Elective	100
Hours			<b>100</b>

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

BSBCRT512	Originate and develop concepts	Elective	80
Hours			<b>80</b>
<b>TERM BREAK</b>			

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

BSBMKG555	Write persuasive copy	Core	100
Hours			<b>100</b>

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

BSBFIN501	Manage budgets and financial plans	Elective	80
Hours			<b>80</b>
<b>TERM BREAK</b>			

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

BSBMKG552	Design and develop marketing communication plans	Core	100
Hours			<b>100</b>

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

BSBLDR522	Manage people performance	Elective	80
Hours			<b>80</b>

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

BSBMKG546	Develop social media engagement plans	Elective	100
Hours			<b>100</b>

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

BSBPMG430	Undertake project work	Core	80
Hours			<b>80</b>

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**2028**

Unit Code:	Unit Name	Core/Elective	Hours
<b>TERM ONE, BLOCK ONE (5 Weeks) – 24 January – 27 February</b>			
BSBMKG541	Identify and evaluate marketing opportunities	Core	100
Hours			<b>100</b>
<b>TERM ONE, BLOCK TWO (4 Weeks) – 28 February – 26 March</b>			
BSBMKG542	Establish and monitor the marketing mix	Core	80
Hours			<b>80</b>
<b>TERM BREAK</b>			
<b>TERM TWO, BLOCK ONE (5 Weeks) – 18 April – 21 May</b>			
BSBMKG543	Plan and interpret market research	Elective	100
Hours			<b>100</b>
<b>TERM TWO, BLOCK TWO (4 Weeks) – 22 May – 18 June</b>			
BSBLDR523	Lead and manage effective workplace relationships	Elective	80
Hours			<b>80</b>
<b>TERM BREAK</b>			
<b>TERM THREE, BLOCK ONE (5 Weeks) – 10 July – 13 August</b>			
BSBMKG545	Conduct marketing audits	Elective	100
Hours			<b>100</b>
<b>TERM THREE, BLOCK TWO (4 Weeks) – 14 August – 10 September</b>			
BSBCRT512	Originate and develop concepts	Elective	80
Hours			<b>80</b>
<b>TERM BREAK</b>			
<b>TERM FOUR, BLOCK ONE (5 Weeks) – 03 October – 05 November</b>			
BSBMKG555	Write persuasive copy	Core	100
Hours			<b>100</b>
<b>TERM FOUR, BLOCK TWO (4 Weeks) – 06 November – 03 December</b>			
BSBFIN501	Manage budgets and financial plans	Elective	80
Hours			<b>80</b>

**2029**

Unit Code:	Unit Name	Core/Elective	Hours
<b>TERM ONE, BLOCK ONE (5 Weeks) – 22 January – 25 February</b>			
BSBMKG552	Design and develop marketing communication plans	Core	100
Hours			<b>100</b>
<b>TERM ONE, BLOCK TWO (4 Weeks) – 26 February – 25 March</b>			
BSBLDR522	Manage people performance	Elective	80
Hours			<b>80</b>
<b>TERM BREAK</b>			
<b>TERM TWO, BLOCK ONE (5 Weeks) – 16 April – 20 May</b>			
BSBMKG546	Develop social media engagement plans	Elective	100
Hours			<b>100</b>
<b>TERM TWO, BLOCK TWO (4 Weeks) – 21 May – 17 June</b>			
BSBPMG430	Undertake project work	Core	80
Hours			<b>80</b>
<b>TERM BREAK</b>			
<b>TERM THREE, BLOCK ONE (5 Weeks) – 16 July – 19 August</b>			
BSBMKG541	Identify and evaluate marketing opportunities	Core	100
Hours			<b>100</b>
<b>TERM THREE, BLOCK TWO (4 Weeks) – 20 August – 16 September</b>			
BSBMKG542	Establish and monitor the marketing mix	Core	80
Hours			<b>80</b>
<b>TERM BREAK</b>			
<b>TERM FOUR, BLOCK ONE (5 Weeks) – 09 October – 11 November</b>			
BSBMKG543	Plan and interpret market research	Elective	100
Hours			<b>100</b>
<b>TERM FOUR, BLOCK TWO (4 Weeks) – 12 November – 09 December</b>			
BSBLDR523	Lead and manage effective workplace relationships	Elective	80
Hours			<b>80</b>



**2030**

Unit Code:	Unit Name	Core/Elective	Hours
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**TERM ONE, BLOCK ONE (5 Weeks) – 29 January – 03 March**

BSBMKG545	Conduct marketing audits	Elective	100
Hours			100

**TERM ONE, BLOCK TWO (4 Weeks) – 04 March – 31 March**

BSBCRT512	Originate and develop concepts	Elective	80
Hours			80

**TERM BREAK**

**TERM TWO, BLOCK ONE (5 Weeks) – 23 April – 26 May**

BSBMKG555	Write persuasive copy	Core	100
Hours			100

**TERM TWO, BLOCK TWO (4 Weeks) – 27 May – 23 June**

BSBFIN501	Manage budgets and financial plans	Elective	80
Hours			80

**TERM BREAK**

**TERM THREE, BLOCK ONE (5 Weeks) – 15 July – 18 August**

BSBMKG552	Design and develop marketing communication plans	Core	100
Hours			100

**TERM THREE, BLOCK TWO (4 Weeks) – 19 August – 15 September**

BSBLDR522	Manage people performance	Elective	80
Hours			80

**TERM BREAK**

**TERM FOUR, BLOCK ONE (5 Weeks) – 08 October – 10 November**

BSBMKG546	Develop social media engagement plans	Elective	100
Hours			100

**TERM FOUR, BLOCK TWO (4 Weeks) – 11 November – 08 December**

BSBPMG430	Undertake project work	Core	80
Hours			80

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