

Delivery Structure

BSB50620 Diploma of Marketing and Communication

2026

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 27 January – 01 March			
BSBMKG552	Design and develop marketing communication plans	Core	100
Hours			100
TERM ONE, BLOCK TWO (4 Weeks) – 02 March – 29 March			
BSBLDR522	Manage people performance	Elective	80
Hours			80
TERM BREAK			
TERM TWO, BLOCK ONE (5 Weeks) – 20 April – 24 May			
BSBMKG546	Develop social media engagement plans	Elective	100
Hours			100
TERM TWO, BLOCK TWO (4 Weeks) – 25 May – 21 June			
BSBPMG430	Undertake project work	Core	80
Hours			80
TERM BREAK			
TERM THREE, BLOCK ONE (5 Weeks) – 13 July – 16 August			
BSBMKG541	Identify and evaluate marketing opportunities	Core	100
Hours			100
TERM THREE, BLOCK TWO (4 Weeks) – 17 August – 13 September			
BSBMKG542	Establish and monitor the marketing mix	Core	80
Hours			80
TERM BREAK			
TERM FOUR, BLOCK ONE (5 Weeks) – 06 October – 08 November			
BSBMKG543	Plan and interpret market research	Elective	100
Hours			100
TERM FOUR, BLOCK TWO (4 Weeks) – 09 November – 06 December			
BSBLDR523	Lead and manage effective workplace relationships	Elective	80
Hours			80

2027

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 18 January – 21 February			
BSBMKG545	Conduct marketing audits	Elective	100
Hours			100
TERM ONE, BLOCK TWO (4 Weeks) – 22 February – 21 March			
BSBCRT512	Originate and develop concepts	Elective	80
Hours			80
TERM BREAK			
TERM TWO, BLOCK ONE (5 Weeks) – 12 April – 16 May			
BSBMKG555	Write persuasive copy	Core	100
Hours			100
TERM TWO, BLOCK TWO (4 Weeks) – 17 May – 13 June			
BSBFIN501	Manage budgets and financial plans	Elective	80
Hours			80
TERM BREAK			
TERM THREE, BLOCK ONE (5 Weeks) – 12 July – 15 August			
BSBMKG552	Design and develop marketing communication plans	Core	100
Hours			100
TERM THREE, BLOCK TWO (4 Weeks) – 16 August – 12 September			
BSBLDR522	Manage people performance	Elective	80
Hours			80
TERM BREAK			
TERM FOUR, BLOCK ONE (5 Weeks) – 05 October – 07 November			
BSBMKG546	Develop social media engagement plans	Elective	100
Hours			100
TERM FOUR, BLOCK TWO (4 Weeks) – 08 November – 05 December			
BSBPMG430	Undertake project work	Core	80
Hours			80

2028

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

2029

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

2030

Unit Code:	Unit Name	Core/Elective	Hours
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