Delivery Structure
BSB60520 Advanced Diploma of Marketing and Communication

2026

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 27 January – 01 March			
BSBMKG622	Manage organisational marketing processes	Core	100
		Hours	**100**
TERM ONE, BLOCK TWO (4 Weeks) – 02 March – 29 March			
BSBSTR601	Manage innovation and continuous improvement	Elective	80
		Hours	**80**
	TERM BREAK		
TERM TWO, BLOCK ONE (5 Weeks) – 20 April – 24 May			
BSBMKG626	Develop advertising campaigns	Elective	100
		Hours	**100**
TERM TWO, BLOCK TWO (4 Weeks) – 25 May – 21 June			
BSBOPS601	Develop and implement business plans	Elective	80
		Hours	**80**
	TERM BREAK		
TERM THREE, BLOCK ONE (5 Weeks) – 13 July – 16 August			
BSBMKG623	Develop marketing plans	Core	100
		Hours	**100**
TERM THREE, BLOCK TWO (4 Weeks) – 17 August – 13 September			
BSBSTR602	Develop organisational strategies	Elective	80
		Hours	**80**
	TERM BREAK		
TERM FOUR, BLOCK ONE (5 Weeks) – 06 October – 08 November			
BSBLDR601	Lead and manage organisational change	Elective	100
		Hours	**100**
TERM FOUR, BLOCK TWO (4 Weeks) – 09 November – 06 December			
BSBTWK601	Develop and maintain strategic business networks	Core	80
		Hours	**80**

2027

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 18 January – 21 February			
BSBINS601	Manage knowledge and information	Elective	100
		Hours	**100**
TERM ONE, BLOCK TWO (4 Weeks) – 22 February – 21 March			
BSBLDR602	Provide leadership across the organisation	Elective	80
		Hours	**80**
	TERM BREAK		
TERM TWO, BLOCK ONE (5 Weeks) – 12 April – 16 May			
BSBMKG621	Develop organisational marketing strategy	Core	100
		Hours	**100**
TERM TWO, BLOCK TWO (4 Weeks) – 17 May – 13 June			
BSBMKG624	Manage market research	Elective	80
		Hours	**80**
	TERM BREAK		
TERM THREE, BLOCK ONE (5 Weeks) – 12 July – 15 August			
BSBMKG622	Manage organisational marketing processes	Core	100
		Hours	**100**
TERM THREE, BLOCK TWO (4 Weeks) – 16 August – 12 September			
BSBSTR601	Manage innovation and continuous improvement	Elective	80
		Hours	**80**
	TERM BREAK		
TERM FOUR, BLOCK ONE (5 Weeks) – 05 October – 07 November			
BSBMKG626	Develop advertising campaigns	Elective	100
		Hours	**100**
TERM FOUR, BLOCK TWO (4 Weeks) – 08 November – 05 December			
BSBOPS601	Develop and implement business plans	Elective	80
		Hours	**80**

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2028

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 24 January – 27 February			
BSBMKG623	Develop marketing plans	Core	100
		Hours	**100**
TERM ONE, BLOCK TWO (4 Weeks) – 28 February – 26 March			
BSBSTR602	Develop organisational strategies	Elective	80
		Hours	**80**
	TERM BREAK		
TERM TWO, BLOCK ONE (5 Weeks) – 18 April – 21 May			
BSBLDR601	Lead and manage organisational change	Elective	100
		Hours	**100**
TERM TWO, BLOCK TWO (4 Weeks) – 22 May – 18 June			
BSBTWK601	Develop and maintain strategic business networks	Core	80
		Hours	**80**
	TERM BREAK		
TERM THREE, BLOCK ONE (5 Weeks) – 10 July – 13 August			
BSBINS601	Manage knowledge and information	Elective	100
		Hours	**100**
TERM THREE, BLOCK TWO (4 Weeks) – 14 August – 10 September			
BSBLDR602	Provide leadership across the organisation	Elective	80
		Hours	**80**
	TERM BREAK		
TERM FOUR, BLOCK ONE (5 Weeks) – 03 October – 05 November			
BSBMKG621	Develop organisational marketing strategy	Core	100
		Hours	**100**
TERM FOUR, BLOCK TWO (4 Weeks) – 06 November – 03 December			
BSBMKG624	Manage market research	Elective	80
		Hours	**80**

2029

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 22 January – 25 February			
BSBMKG622	Manage organisational marketing processes	Core	100
		Hours	**100**
TERM ONE, BLOCK TWO (4 Weeks) – 26 February – 25 March			
BSBSTR601	Manage innovation and continuous improvement	Elective	80
		Hours	**80**
	TERM BREAK		
TERM TWO, BLOCK ONE (5 Weeks) – 16 April – 20 May			
BSBMKG626	Develop advertising campaigns	Elective	100
		Hours	**100**
TERM TWO, BLOCK TWO (4 Weeks) – 21 May – 17 June			
BSBOPS601	Develop and implement business plans	Elective	80
		Hours	**80**
	TERM BREAK		
TERM THREE, BLOCK ONE (5 Weeks) – 16 July – 19 August			
BSBMKG623	Develop marketing plans	Core	100
		Hours	**100**
TERM THREE, BLOCK TWO (4 Weeks) – 20 August – 16 September			
BSBSTR602	Develop organisational strategies	Elective	80
		Hours	**80**
	TERM BREAK		
TERM FOUR, BLOCK ONE (5 Weeks) – 09 October – 11 November			
BSBLDR601	Lead and manage organisational change	Elective	100
		Hours	**100**
TERM FOUR, BLOCK TWO (4 Weeks) – 12 November – 09 December			
BSBTWK601	Develop and maintain strategic business networks	Core	80
		Hours	**80**

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2030

Unit Code:	Unit Name	Core/Elective	Hours
TERM ONE, BLOCK ONE (5 Weeks) – 29 January – 03 March			
BSBINS601	Manage knowledge and information	Elective	100
		Hours	**100**
TERM ONE, BLOCK TWO (4 Weeks) – 04 March – 31 March			
BSBLDR602	Provide leadership across the organisation	Elective	80
		Hours	**80**

	TERM BREAK	

Unit Code:	Unit Name	Core/Elective	Hours
TERM TWO, BLOCK ONE (5 Weeks) – 23 April – 26 May			
BSBMKG621	Develop organisational marketing strategy	Core	100
		Hours	**100**
TERM TWO, BLOCK TWO (4 Weeks) – 27 May – 23 June			
BSBMKG624	Manage market research	Elective	80
		Hours	**80**

	TERM BREAK	

Unit Code:	Unit Name	Core/Elective	Hours
TERM THREE, BLOCK ONE (5 Weeks) – 15 July – 18 August			
BSBMKG622	Manage organisational marketing processes	Core	100
		Hours	**100**
TERM THREE, BLOCK TWO (4 Weeks) – 19 August – 15 September			
BSBSTR601	Manage innovation and continuous improvement	Elective	80
		Hours	**80**

	TERM BREAK	

Unit Code:	Unit Name	Core/Elective	Hours
TERM FOUR, BLOCK ONE (5 Weeks) – 08 October – 10 November			
BSBMKG626	Develop advertising campaigns	Elective	100
		Hours	**100**
TERM FOUR, BLOCK TWO (4 Weeks) – 11 November – 08 December			
BSBOPS601	Develop and implement business plans	Elective	80
		Hours	**80**