

Diploma of Marketing and Communication

BSB50620 [52 weeks]



Strathfield College
AUSTRALIA

TERM DATES 2022

Term 1 2022	10 January 2022 – 27 March 2022 (11 Weeks)
10 Jan to 06 Feb	BSBCRT512 Originate and Develop Concepts 80
07 Feb* to 06 Mar	BSBMKG547 Develop Strategies to Monetise Digital Engagement 80
07 Mar to 27 Mar	BSBMKG542 Establish and Monitor the Marketing Mix 60
Term Break: 28 March 2022 - 10 April 2022 (2 weeks)	
* Enrollment for the mid-term intake will commence on February 07, 2022 – week 5	

Term 2 2022	11 April 2022 – 26 June 2022 (11 Weeks)
11 Apr to 08 May	BSBCMM511 Communicate with influence 80
09 May* to 05 June	BSBMKG546 Develop Social Media Engagement Plans 80
06 June to 26 June	BSBPMG430 Undertake Project Work 60
Term Break: 27 June 2022 - 10 July 2022 (2 weeks)	
* Enrollment for the mid-term intake will commence on May 09, 2022 – week 5	

Term 3 2022	11 July 2022 – 25 September 2022 (11 Weeks)
11 Jul to 07 Aug	BSBMKG555 Write Persuasive Copy 80
08 Aug* to 04 Sep	BSBMKG552 Design and Develop Marketing Communication Plans 80
05 Sep to 25 Sep	BSBMKG541 Identify and Evaluate Marketing Opportunities 60
Term Break: 26 Sep 2022 - 02 Oct 2022 (1 week)	
* Enrollment for the mid-term intake will commence on August 08, 2022 – week 5	

Term 4 2022	3 October 2022 – 18 December (11 weeks)
03 Oct to 30 Oct	BSBMKG551 Create Multiplatform Advertisements for Mass Media 80
31 Oct* to 27 Nov	BSBTEC404 Use Digital Technologies to Collaborate in a Work Environment 80
28 Nov to 18 Dec	BSBMKG543 Plan and Interpret Market Research 60
Term Break: 19 December 2022 – 8 January 2023 (3 weeks)	
* Enrollment for the mid-term intake will commence on October 31, 2022 – week 5	