



# Certificate IV in Marketing and Communication

## BSB40820 [52 Weeks]

### COURSE OUTLINE 2023

Total number of units = 12

Core 6

Electives 6

Term 1 2023		09 January 2023 – 26 March 2023 (11 Weeks)	
09 Jan to 05 Feb	BSBPEF402 Develop personal work priorities 80		Elective
06 Feb* to 05 Mar	BSBMKG437 Create and Optimise digital media 80		Elective
06 Mar to 26 Mar	BSBMKG435 Analyse Consumer Behavior 60		Core
<b>Term Break: 27 March 2023 - 09 April 2023 (2 weeks)</b>			
* Enrollment for the mid-term intake will commence on February 06, 2023 – week 5			
Term 2 2023		10 April 2023 – 25 June 2023 (11 Weeks)	
10 Apr to 07 May	BSBCRT412 Articulate, Present and Debate Ideas 80		Core
08 May* to 04 June	BSBMKG439 Develop and Apply Knowledge Of Communications Industry 80		Core
05 June to 25 June	BSBWRT411 Write Complex Documents 60		Core
<b>Term Break: 26 June 2023 - 09 July 2023 (2 weeks)</b>			
* Enrollment for the mid-term intake will commence on May 08, 2023 – week 5			
Term 3 2023		10 July 2023 – 24 September 2023 (11 Weeks)	
10 Jul to 06 Aug	BSBMKG433 Undertake Marketing Activities 80		Core
07 Aug* to 03 Sep	BSBMKG440 Apply Marketing Communication Across a Convergent Industry 80		Elective
04 Sep to 24 Sep	BSBCMM411 Make Presentation 60		Core
<b>Term Break: 25 Sep 2023 - 01 Oct 2023 (1 week)</b>			
* Enrollment for the mid-term intake will commence on August 07, 2023 – week 5			
Term 4 2023		02 October 2023 – 17 December (11 weeks)	
02 Oct to 29 Oct	BSBMKG434 Promote Products and Services 80		Elective
30 Oct* to 26 Nov	SIRXMKT006 Develop a Social Media Strategy 80		Elective
27 Nov to 17 Dec	BSBTEC303 Create Electronic Presentation 60		Elective
<b>Term Break: 18 December 2023 – 07 January 2024 (3 weeks)</b>			
* Enrollment for the mid-term intake will commence on October 30, 2023 – week 5			