



Diploma of Marketing and Communication

BSB50620 [52 Weeks]

COURSE OUTLINE 2023

Total number of units = 12

Core 5

Electives 7

Term 1 2023		09 January 2023 – 26 March 2023 (11 Weeks)	
09 Jan to 05 Feb	BSBCRT512 Originate and Develop Concepts 80		Elective
06 Feb* to 05 Mar	BSBMKG547 Develop Strategies to Monetise Digital Engagement 80		Elective
06 Mar to 26 Mar	BSBMKG542 Establish and Monitor the Marketing Mix 60		Core
Term Break: 27 March 2023 - 09 April 2023 (2 weeks)			
* 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	BSBCMM511 Communicate with influence 80		Elective
08 May* to 04 June	BSBMKG546 Develop Social Media Engagement Plans 80		Elective
05 June to 25 June	BSBPMG430 Undertake Project Work 60		Core
Term Break: 26 June 2023 - 09 July 2023 (2 weeks)			
* 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	BSBMKG555 Write Persuasive Copy 80		Core
07 Aug* to 03 Sep	BSBMKG552 Design and Develop Marketing Communication Plans 80		Core
04 Sep to 24 Sep	BSBMKG541 Identify and Evaluate Marketing Opportunities 60		Core
Term Break: 25 Sep 2023 - 01 Oct 2023 (1 week)			
* 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	BSBMKG551 Create Multiplatform Advertisements for Mass Media 80		Elective
30 Oct* to 26 Nov	BSBTEC404 Use Digital Technologies to Collaborate in a Work Environment 80		Elective
27 Nov to 17 Dec	BSBMKG543 Plan and Interpret Market Research 60		Elective
Term Break: 18 December 2023 – 07 January 2024 (3 weeks)			
* Enrollment for the mid-term intake will commence on October 30, 2023 – week 5			