

ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION

BSB61315

CRICOS Course Code: 092261F

TERM DATES 2016



CRICOS Code: 02736K
RTO Code: 91223
ABN: 85 168 435 667

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| Term 3 220 hrs Unit start and end | 4 July 2016 - 18 September 2016 (11 weeks) |
| 4 Jul to 31 July | BSBMKG605 Evaluate international marketing opportunities 80 |
| 1 Aug to 28 Aug | BSBINN601 Lead and manage organisational change 80 |
| 29 Aug to 18 Sep | BSBMGT616 Develop and implement strategic plans 60 |
| Holiday: 19 September – 2 October | |
| Term 4 200 hrs Unit start and end | 3 October 2016 – 11 December 2016 (10 weeks) |
| 3 Oct to 30 Oct | BSBMGT605 Provide leadership across the organization 80 |
| 31 October to 20 Nov | BSBMKG607 Manage market research 60 |
| 21 November to 11 Dec | BSBMKG523 Design and develop an integrated marketing communication plan 60 |
| Holiday: 12 December – 15 January 2017 | |