

# Diploma of Marketing and Communication

## BSB52415

CRICOS Course Code: 092260G

**TERM DATES 2016**



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

<b>Term 3 220 hrs Unit start and end</b>	<b>4 July 2016 - 18 September 2016 (11 weeks)</b>
4 Jul to 31 July	BSBMKG507 Interpret market trends and developments 80
1 Aug to 28 Aug	BSBMKG514 Implement and Monitor Marketing Activities 80
29 Aug to 18 Sep	BSBPMG522 Undertake project work 60
<b>Holiday: 19 September – 2 October</b>	
<b>Term 4 200 hrs Unit start and end</b>	<b>3 October – 11 December (10 weeks)</b>
3 Oct to 30 Oct	BSBMKG501 Identify and Evaluate Marketing Opportunities 80
31 October to 20 Nov	BSBMKG502 Establish and Adjust the Marketing Mix 60
21 November to 11 Dec	BSBMKG506 Plan Market Research 60
<b>Holiday: 12 December – 8 January 2017</b>	