

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

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	