

# Certificate IV in Marketing and Communication

## BSB42415

CRICOS Course Code: 092259M

TERM DATES 2017



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

<b>Term 1 220hrs Unit start and end</b>	<b>16 January 2017 – 26 March 2017 (10 weeks)</b>
16 Jan to 05 Feb	BSBMGT407 Apply digital solutions to work processes 60
06 Feb to 19 Feb	BSBMKG409 Design direct response offers 40
20 Feb to 12 Mar	BSBWRT401 Write complex documents 60
13 Mar to 26 Mar	BSBPUB402 Develop public relations campaigns 40
<b>Holiday: 27 March – 16 April (3 weeks)</b>	
<b>Term 2 200 hrs Unit start and end</b>	<b>17 April 2017 - 25 June 2017 (10 weeks)</b>
17 Apr to 07 May	BSBMKG417 Apply marketing communication across a convergent industry 60
08 May to 21 May	BSBMKG401 Profile the market 40
22 May to 11 Jun	BSBMKG418 Develop and apply knowledge of marketing communication industry* 60
12 Jun to 25 Jun	BSBCRT401 Articulate, present and debate ideas 40
<b>Holiday: 26 June – 16 July (3 weeks)</b>	
<b>Term 3 220 hrs Unit start and end</b>	<b>17 July 2017 – 24 September 2017 (10 weeks)</b>
17 July to 06 Aug	BSBMKG408 Conduct market research 60
07 Aug to 20 Aug	BSBCMM401 Make a presentation* 40
21 Aug to 10 Sep	BSBMKG413 Promote products and services 60
11 Sep to 24 Sep	BSBRES401 Analyse and present research information 40
<b>Holiday: 25 September – 8 October (2 weeks)</b>	
<b>Term 4 200 hrs Unit start and end</b>	<b>9 October 2017 – 17 December 2017 (10 weeks)</b>
09 Oct to 29 Oct	BSBMGT407 Apply digital solutions to work processes 60
30 Oct to 12 Nov	BSBMKG409 Design direct response offers 40
13 Nov to 03 Dec	BSBWRT401 Write complex documents 60
04 Dec to 17 Dec	BSBPUB402 Develop public relations campaigns 40
<b>Holiday: 18 December – 14 January 2018 (4 weeks)</b>	