

Certificate IV in Marketing and Communication

BSB42415

CRICOS Course Code: 092259M



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

TERM DATES 2018

Term 1 200hrs Unit start and end	15 January 2017 – 25 March 2017 (10 weeks)
15 Jan to 04 Feb	BSBMKG417 Apply marketing communication across a convergent industry 60
05 Feb to 18 Feb	BSBMKG401 Profile the market 40
19 Feb to 11 Mar	BSBMKG418 Develop and apply knowledge of marketing communication industry* 60
12 Mar to 25 Mar	BSBCRT401 Articulate, present and debate ideas 40
Holiday: 26 March – 15 April (3 weeks)	
Term 2 200 hrs Unit start and end	16 April 2017 - 24 June 2017 (10 weeks)
16 Apr to 06 May	BSBMKG408 Conduct market research 60
07 May to 20 May	BSBCMM401 Make a presentation 40
21 May to 10 Jun	BSBMKG413 Promote products and services 60
11 Jun to 24 Jun	BSBRES401 Analyse and present research information 40
Holiday: 25 June – 15 July (3 weeks)	
Term 3 200 hrs Unit start and end	16 July 2017 – 23 September 2017 (10 weeks)
16 July to 05 Aug	BSBMGT407 Apply digital solutions to work processes 60
06 Aug to 19 Aug	BSBMKG409 Design direct response offers 40
20 Aug to 9 Sep	BSBWRT401 Write complex documents 60
10 Sep to 23 Sep	BSBPUB402 Develop public relations campaigns 40
Holiday: 24 September – 7 October (2 weeks)	
Term 4 200 hrs Unit start and end	9 October 2017 – 17 December 2017 (10 weeks)
08 Oct to 28 Oct	BSBMKG417 Apply marketing communication across a convergent industry 60
29 Oct to 11 Nov	BSBMKG401 Profile the market 40
12 Nov to 02 Dec	BSBMKG418 Develop and apply knowledge of marketing communication industry* 60
03 Dec to 16 Dec	BSBCRT401 Articulate, present and debate ideas 40
Holiday: 17 December 2017– 13 January 2019 (4 weeks)	