

Diploma of Marketing and Communication

BSB52415

CRICOS Course Code: TBA



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

TERM DATES 2018

Term 1 200hrs Unit start and end	15 January 2018 - 25 March 2018 (10 Weeks)
15 Jan to 18 Feb	BSBMKG523 Design and develop an integrated marketing communication plan 100
19 Feb to 04 Mar	BSBFIM501 Manage Budgets and Financial Plans 40
05 Mar to 25 Mar	BSBMKG525 Design effective web search responses 60
Holiday: 26 March 2018 - 15 April 2018 (3 weeks)	
Term 2 200 hrs Unit start and end	16 April 2018 - 24 June 2018 (10 weeks)
16 April to 20 May	BSBMKG515 Conduct a marketing audit 100
21 May to 3 June	BSBADV507 Develop a media plan 40
4 June to 24 Jun	BSBMKG512 Forecast international market and business needs 60
Holiday: 25 June 2018- 15 July 2018 (3 weeks)	
Term 3 200 hrs Unit start and end	16 July 2018 - 23 September 2018 (10 weeks)
16 July to 19 Aug	BSBMKG507 Interpret market trends and developments 100
20 Aug to 2 Sep	BSBMKG514 Implement and Monitor Marketing Activities 40
3 Sep to 23 Sep	BSBPMG522 Undertake project work 60
Holiday: 24 September 2018 - 7 October 2018 (2 Weeks)	
Term 4 200 hrs Unit start and end	8 October - 16 December 2018 (10 weeks)
08 Oct to 11 Nov	BSBMKG501 Identify and Evaluate Marketing Opportunities 100
12 Nov to 25 Nov	BSBMKG502 Establish and Adjust the Marketing Mix 40
26 Nov to 16 Dec	BSBMKG506 Plan Market Research 60
Holiday: 17 December 2018 - 13 January 2019 (4 weeks)	