

COURSE & PROGRAM DETAILS

COURSE CODE	BSB52415	COURSE TITLE	Diploma of Marketing and Communication	STAGE	Stage 1 – Stage 3
TERM DELIVERY	1	TERM DATES	14th January 2019 to 22nd March 2019	CLASS	DMC
NO. OF WEEKS	10	STUDY DAYS	Three (3): Monday, Tuesday & Wednesday (Blended)	TRAINER & ASSESORS	Trainer and Assessor: Bidhan Paul

SCHEDULED TIMETABLE & ASSESSMENT PLAN

UNIT CODE	UNIT NAME	WEEK(S)	DAY 1: Monday		DAY 2: Tuesday		DAY 3: Wednesday (Blended)		ASSESSMENT DATE (Expected)	RE-ASSESSMENT DATE* (Expected)
			0900-1230	1300 -1630	0900-1230	1300 -1630	0900-1230	1300 -1630		
Cluster: Marketing										
BSBMKG523	Design and develop an integrated marketing communication plan	1 - 10	Level 7, 7.25	Level 7, 7.25				LMS Support	Week 9	Week 10
BSBMKG510	Plan e-marketing communications									
Cluster: Advertising										
BSBADV503	Coordinate advertising research	1 - 10			Level 7, 7.25	Level 7, 7.25		LMS Support	Week 9	Week 10
BSBADV507	Develop a media plan									

Be advised in addition to the scheduled class hours above students must allocate a minimum of 6 hours a week for self-directed study, research and assessment preparations via <http://lms.aapoly.edu.net.au/>. Attendance at all timetabled classes is compulsory

*Re-assessment Period: If students do not complete the nominated unit(s) successfully by the scheduled dates, students will be issued a Not Yet Competent (NYC) and they will need to enrol and complete the subject again.

*Academies Australasia Polytechnics reserves the right to amend the scheduled timetable.