

Professional Practice credentials

The perfect springboard
for your career



DEAKIN
UNIVERSITY



Professional Practice credentials

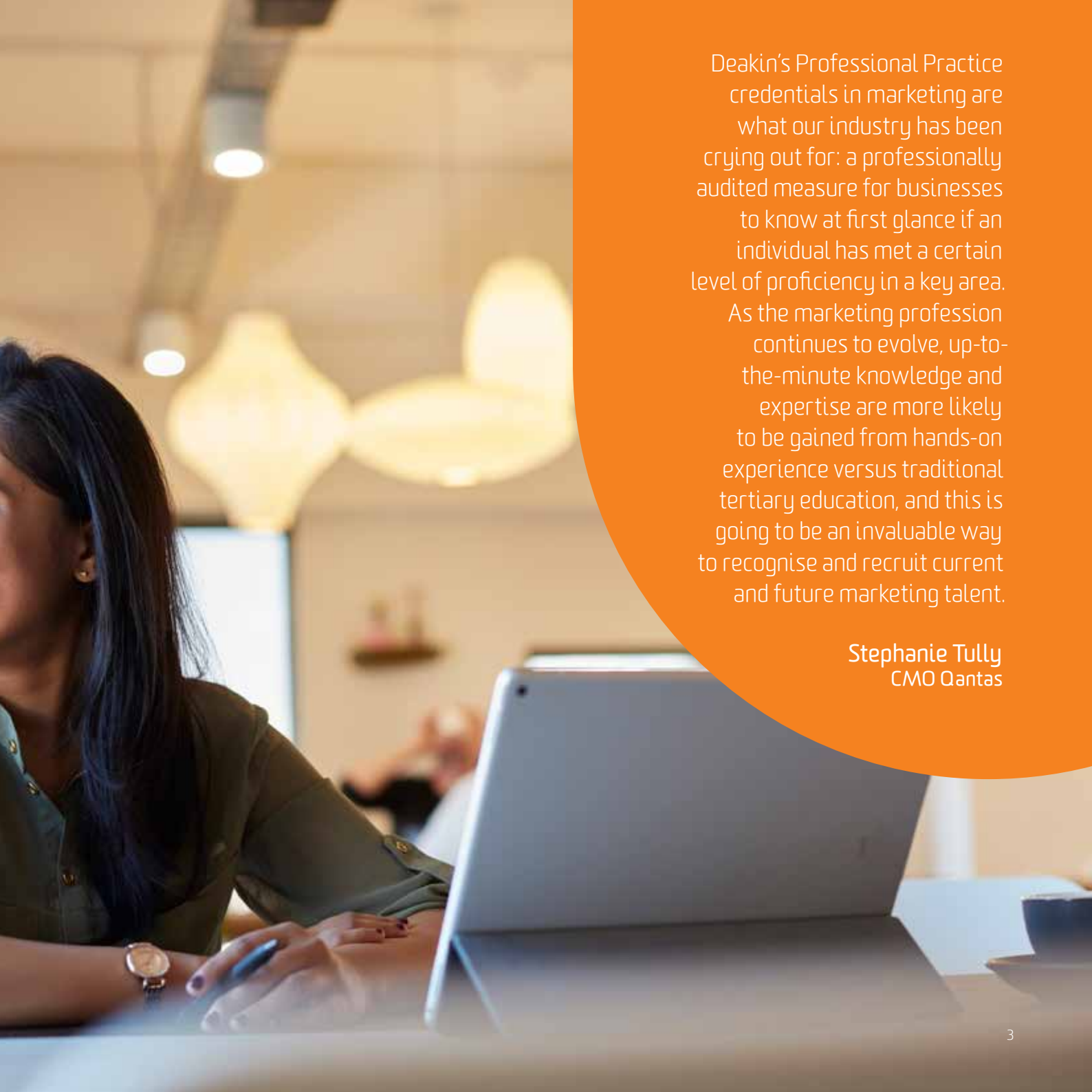
Are you looking to take the next step in your career and want a cost- and time-effective way to stand out from others?

Deakin's Professional Practice credentials recognise the skills and knowledge you've developed through learning, work and experience.

From employability skills, such as communication and problem-solving, to leadership and technical knowledge like digital marketing and design thinking, our credentials provide independent proof of your capabilities and help you stand out.

Our credentials are developed in consultation with industry experts and professional bodies to ensure they're recognised in the workforce. Credentials are benchmarked against industry skill frameworks and the Australian Qualifications Framework (AQF).





Deakin's Professional Practice credentials in marketing are what our industry has been crying out for: a professionally audited measure for businesses to know at first glance if an individual has met a certain level of proficiency in a key area. As the marketing profession continues to evolve, up-to-the-minute knowledge and expertise are more likely to be gained from hands-on experience versus traditional tertiary education, and this is going to be an invaluable way to recognise and recruit current and future marketing talent.

Stephanie Tully
CMO Qantas

Who can apply for a Professional Practice credential?

Credentials are designed for professionals looking for formal recognition of their skills and knowledge. They're offered at various levels and are suited to a range of professionals, from those early in their career to those with significant experience.

Credentials enable you to warrant your expertise to employers.

Deakin offers credentials in employability skills, technical knowledge and leadership.

How do credentials work?

Credentiaing isn't about attending lectures, tutorials or taking in new information. Instead, it's all about showcasing your skills and knowledge you already have through a portfolio of evidence.

Deakin offers two-week free courses on the FutureLearn platform to help you assemble the evidence you will need to gain the credential.



What are the steps to earning a credential?

Earning a credential is a straightforward, five-step process.

1. Think and reflect

Reflect on your professional experience and think about some of the examples from your work, e.g. projects or initiatives you could use for your chosen credential.

2. Choose your examples and collect your evidence

Consider the examples from your work experience, e.g. a project or initiative that will demonstrate the criteria and dimensions of autonomy, influence and complexity of the credential.

Questions to ask when choosing your examples include:

- How do these examples show your capability?
- What was the context of the example?
- What did you set out to achieve?
- What was the outcome?
- Who were the stakeholders involved?

Evidence is the collection of documents you must provide to support the examples you'll narrate in your reflective testimony.

3. Write your reflective testimony

Your reflective testimony (500–1000 words) brings together your examples and evidence documents into an overall narrative. The reflective testimony will show how your examples demonstrate the criteria and level of the credential, and how the evidence documents support your examples.

4. Undertake your video testimony

Once you have submitted your reflective testimony and evidence documents, your video testimony will be scheduled. For the video testimony you'll need to answer a series of questions expanding on your skills and knowledge.

5. Assessment of your submission

Once you've completed your video testimony, your entire submission will be assessed and you will be advised of the outcome.

Celebrate your achievement

Share your digital credential shield publicly via professional platforms like LinkedIn. The digital credential has metadata attached about the credential you achieved.

I really wanted something that would help me verify my skills in the IT area and I saw credentials as a way to do that.

Dominique Baker
Credential candidate

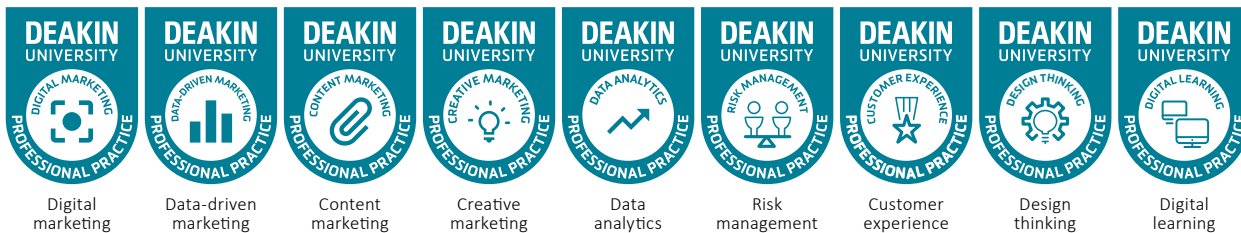
What is the price?
Credentials are A\$495.

What's available?

Employability: Our employability credentials recognise skills crucial for success in the workplace.



Technical knowledge: Our technical knowledge credentials recognise a range of skills from digital marketing to customer experience.



Leadership: Our leadership credentials recognise key capabilities required of leaders at different levels.



Where do they lead?

Credentials earned at the relevant Australian Qualifications Framework (AQF) level may earn credit into a degree qualification.

Deakin's Professional Practice degrees, for example, offer you a new and faster way to earn a postgraduate degree while you work—saving you time and money.

Credential levels

Our Professional Practice credentials are currently available at AQF 7 (Bachelor's level), AQF 8 (Graduate Certificate/Graduate Diploma) and AQF 9 (Master's level).

Master's level

AQF
9

Indicates an advanced professional with at least 10 years' experience. They will contribute original thinking and drive action across an organisation or profession.

Graduate Certificate/Graduate Diploma level

AQF
8

Indicates a senior professional with at least seven years' experience. They will direct thinking and action across a function or professional specialisation.

Bachelor's level

AQF
7

Indicates an experienced professional with at least five years' experience. They will support new thinking and coordinate actions across operations.



Find out more ...

deakin.edu.au/ppc

Contact us

For further information,
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