



Data-driven marketing AQF 9 (Masters level)

Earning a Professional Practice
Credential: Candidate guide

November 2017



Introduction

Deakin Professional Practice Credentials warrant that the skills and knowledge you have developed through learning, work and experience have been demonstrated in practice to the required level.



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Credentials recognise employability skills such as communication and problem-solving, and technical expertise, such as risk management and design thinking. Credentials are benchmarked against recognised industry skill frameworks and the Australian Qualifications Framework (AQF).

Credentials are not traditionally taught units, but rather an evidence-based assessment of applied skills and knowledge. To achieve credentials, you need to submit a portfolio of evidence, with a reflective narrative and video testimony, to demonstrate skills and knowledge you've already gained through the workplace.

All credentials bear the insignia of Deakin University, and are based on evidence of achievement rather than participation. Our credential assessors have significant academic and industry experience.

Credentialling is different to other kinds of study you may have completed. It's not about attending lectures or tutorials, or working on group projects and taking in new information. Instead, it's all about you creating a portfolio of evidence that reflects your skills, experience and knowledge. The credentialling process is entirely online and your submission will be assessed as to whether the standard of achievement has met the required level.

Earning a credential is a step-by-step process to identify and document your skills, experience and knowledge.

Where to get help

Contact ppc@deakin.edu.au
for all professional practice
credential enquiries and support.



Choose two to three examples from your work experience

Overview of the credentialling process

This is a summary of what you'll need to do to earn a credential.

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.

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. We recommend you choose two to three examples. Examples can be used to demonstrate more than one of the credential criteria.

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. It is recommended that you select two to three pieces of evidence per example and that you consider your evidence before writing your reflective testimony. Examples of evidence for this credential are listed on page 5.

If you don't have evidence for your chosen examples, consider where you may need to generate evidence to be ready for the credentialling process.

For credentials in a Deakin professional practice degree, your examples should be contextualised for the course of study.

Write your reflective testimony

Your reflective testimony 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.

Submit your reflective testimony and evidence

You'll need to submit your reflective testimony and evidence documents. We recommend that before you submit you check all the elements of your submission.

When you submit your reflective testimony and evidence documents you'll be required to declare that:

- your submission is true, and is your own work
- your contribution to any group work is not misrepresented
- your submission does not infringe copyright or confidentiality.

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.

The video testimony will be recorded and added to your submission record for assessment.

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. You may be asked to provide supplementary evidence during this process.

Unlike traditional learning assessments there is no grading scale for credentials. The final outcome will be that your submission has either satisfied or not satisfied the standard of achievement at the required level.

Data-driven marketing

The Data-driven marketing credential is essential to promote your ability to transform consumer data into marketing insights to optimise the results of marketing investment.

Regardless of whether you have access to 'big data' or 'little data', knowledge is still power. The ability to identify sources of data and turn them into actionable insights has never been more important in a marketer's armoury. Minimising wastage and maximising effectiveness delivers incremental results and marketing driven by data insights facilitates this. Organisations collect so much data. But how much of it is turned into real insights that are acted upon? This credential is a must for any modern-day marketer, equipping you with the skills to understand and transform consumer campaigns to deliver incremental results. This credential is offered in partnership with the Association for Data-Driven Marketing and Advertising.

Data-driven marketing (AQF 9)

At the Masters level of data-driven marketing you are leading the development of data research and frameworks to benchmark, measure or model customer insights or business performance. You are responsible for driving the development of new solutions and models based on data measurement and business performance, and driving the commercial and strategic direction based on the global market, competitor trends and the impact on the business. You will have a focus on leading the development of data collection and metrics by which marketing strategies are measured.

Demonstrate the criteria and dimensions

Your credential submission must address all criteria and all the dimensions of autonomy, influence and complexity.

How you address the criteria will depend on the type of work you do. To be successful, your submission will need to clearly demonstrate how your examples and evidence align to the criteria and dimensions.

You must address all criteria

- Criterion 1.** You lead the development of data research and frameworks to benchmark, measure or model customer insights or business performance.
- Criterion 2.** You drive the development of new solutions and models based on data measurement and business performance.
- Criterion 3.** You drive the commercial and strategic direction based on the global market and competitor trends and the impact on the business.
- Criterion 4.** You lead the development of data collection and metrics by which marketing strategies are measured.
- Criterion 5.** You contribute to shaping of technology and infrastructure investment based on business targets and future marketing strategy and roadmap.

Dimensions

Along with satisfying the criteria, your submission will need to demonstrate that you're working at the required level of autonomy, influence and complexity for the credential. Keep this in mind as you decide which examples and evidence documents you'll include in your submission to show that you're operating at the required level.

Autonomy

You lead and promote the management of data-driven marketing in a workforce

Influence

You lead the development of data-driven marketing strategies and capabilities in a workforce

Complexity

You work across locations, within and beyond the organisation, to promote the strategic alignment and management of data-driven marketing

Choose your examples and evidence

Consider and select two to three examples for your submission and provide two to three pieces of evidence for each example.

Choose examples and evidence from your work experience that will demonstrate the criteria and dimensions of autonomy, influence and complexity. Examples and evidence can be used to demonstrate more than one of the criteria.

While your examples and evidence documents may span a number of roles and initiatives, you must include evidence that reflects your current practice.

Your submission should include documents of substance that evidence the criteria and dimensions. You may also include supporting evidence that contributes to the narrative but which would not be sufficient on its own.

For credentials in a Deakin professional practice degree, your examples should be contextualised for the course of study.

The types of evidence you could provide include:

- Digital Campaign Roadmap
- high level and strategic recommendations/Strategy documentation
- recommendation/business case for technology/research framework for business
- example of leading large-scale segmentation or analytic project with demonstrated business outcomes
- example of developing and leading large-scale customer program from insights, platform support and delivery.

The evidence you provide must be:

Valid

Your evidence focuses on the appropriate knowledge and skill specified.

Sufficient

You provide enough evidence to satisfy that you meet the criteria and dimensions.

Authentic

Your evidence relates to your performance, and not that of another person or another capability.

Current

Your evidence must show continuity of your expertise and capability at the required level. You can submit evidence from previous roles, but you must submit evidence from your current role to show that you are still practising at the required level.



Reflective testimony

Your reflective testimony brings together your examples and evidence into an overall narrative that shows how you satisfy all the criteria and all the dimensions.

Your reflective testimony must be:

- written in the first person
- between 500 to 1000 words
- clear and succinct
- written in a professional style, including the appropriate level of grammar and spelling.

You must include a short introductory paragraph providing an overview of your current role and your relevant professional experience.

When referring to your examples and evidence in your reflective testimony you must outline:

- what was the role you were performing in each example and evidence
- the context within which it was performed
- the date it was performed
- the relationship to the criterion.

You must refer to your evidence documents in the relevant sections of your reflective testimony.

Reflection

Philosopher, psychologist and educational reformer John Dewey said **'We do not learn from experience ... we learn from reflecting on experience.'**

This reflection provides a lens through which to view your professional capabilities. The process of evidencing your professional practice is about engaging with purpose: as you stop and reflect on your practice, you are building your understanding of where you are as a professional and how you can continue to build on this to positively influence how you perform in your role.

Referencing your evidence

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

You are required to reference your evidence documents within your reflective testimony.

For large files, you must refer to the specific parts (e.g. page number, section, chapter) within your evidence document, or time stamp for video or audio file, that demonstrate and satisfy the criteria and dimensions.

When uploading your evidence, you're required to provide a description for each evidence file you submit, including:

- evidence title
- date
- summary of evidence.

The assessors will read the description when referring to your evidence documents.

Where documents are not all your own work, you must explain your contribution to the document within your testimony.

Please refer to page 5 for the types of evidence you could submit for this credential.



Handling sensitive information

While you are required to submit evidence documents, they need to have confidential or sensitive information removed.

If you need to remove confidential information, e.g. names and figures, in order to submit your evidence you will need to state clearly that information has been removed for the purpose of confidentiality.

If significant and relevant information has been removed you'll need to supply a third-party reference to verify this evidence. The third-party reference is a confirmation of the example or evidence you have provided in your submission.

You may also supply a third-party reference in place of one piece of evidence if the document is too confidential to be submitted.

This must use the third-party reference process outlined below.

Third-party reference

The person providing the third-party reference must be someone that you currently work with, or have worked with in the past, and who can confirm your example or evidence.

While the third-party reference can't be your only piece of evidence, it can be used as a supplementary piece of evidence to confirm the context of your role and the example. The third-party reference will also need to be used to verify evidence if significant or relevant information has been removed from a document.

The third-party reference must include:

- the relationship of the third-party to you and your example
- the details of the example or evidence clearly described
- a link to an online profile, e.g. LinkedIn and/or contact details as we may use these to verify the person's identity and relationship to you.

The person providing the third-party reference must use and agree to the legal declaration provided for such testimony.

The form is available to download.

Documents submitted must **not** infringe copyright and must **not** be confidential.



Video testimony

Once you have submitted your reflective testimony and evidence documents, you'll be required to complete your video testimony. The video testimony can be done at a time that suits you, but this must be within two weeks of receiving the invitation.



The video testimony will require you to answer a series of questions expanding on your skills and knowledge.

Your video testimony is also an opportunity to elaborate on the details in your reflective testimony and evidence documents. As some of the video questions will require you to refer to your examples and evidence, you must have a copy of your submission with you. This must be done within a specific timeframe.

The video testimony will be recorded and added to your submission record for assessment. As your video testimony is recorded, please be mindful of appropriate attire and location.

Once you've completed your video testimony, your entire submission will be assessed and you'll be advised of the outcome. You may be asked to provide supplementary evidence during the assessment process.

Your entire submission will be stored as part of the audit record of the assessment process.

Where to get help

Contact ppc@deakin.edu.au
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Your rights and responsibilities

Professional Practice Credentials are awarded by Deakin University and are governed by relevant policy and procedure (including the Deakin Micro-credentials policy and Deakin Professional Practice Credentials procedure).

When you engage in the credentialling process as a candidate or as a student of Deakin University you have rights and you also have responsibilities.

Your rights include:

- to be treated with courtesy and respect throughout the process
- to have access to reasonable adjustments in applicable circumstances
- to have access to a review of a decision should this be required.

Your responsibilities include:

- to act with academic integrity
- to conduct yourself in a professional manner throughout the process.

Academic integrity

Academic integrity is acting in accordance with the values of honesty, trust, fairness, respect and responsibility in academic settings. Examples of behaving with academic integrity include:

- complying with instructions for assessment tasks
- submitting your own original work
- acknowledging all ideas, designs, words or works of others, including in group tasks
- providing accurate and truthful documentation.

Plagiarism is the use of other people's words, ideas, research findings or information without acknowledgement, that is, without indicating the source. In the credentialling process this also includes misrepresenting your prior experience and your role in any examples or evidence provided.

Plagiarism is a very serious breach of academic integrity and there are procedures and penalties for dealing with instances of plagiarism and collusion (acting with another person with the intention to deceive) by credential candidates or students.

Reasonable adjustments

Alternative assessment arrangements may be made for candidates with a disability or health condition to ensure that all candidates have a consistent and fair opportunity to demonstrate their knowledge and/or capabilities.

Where a candidate is concurrently enrolled in a Deakin professional practice course, alternative arrangements will be made according to the process set out in the Assessment (Higher Education Courses) procedure.

Candidates who are prevented from completing an assessment requirement at the scheduled time because of circumstances outside their control may apply for an extension.

Where the candidate is concurrently enrolled in a Deakin professional practice course, the requirements for rescheduling assessment tasks specified in the Assessment (Higher Education Courses) procedure will apply.

Breaches of responsibilities

Where a candidate is concurrently enrolled in a Deakin professional practice course, allegations of breaches of responsibilities will be managed in accordance with relevant student academic integrity or general misconduct policies.

Where a candidate is not enrolled in a Deakin professional practice course, allegations of breaches of responsibilities will be investigated by the University and a decision made about whether the allegation is supported and what action should be taken. This may include education about acceptable practice, a formal warning, exclusion from the credentialling process or revocation of the credential, depending on the severity of the breach. The candidate will be notified in writing of the outcome and review process.

Complaints

For all enquiries, requests and feedback related to Deakin Professional Practice Credentials, or to make a confidential complaint, please contact ppc@deakin.edu.au

Contact us

For further information,
please visit the Deakin website at
deakin.edu.au

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