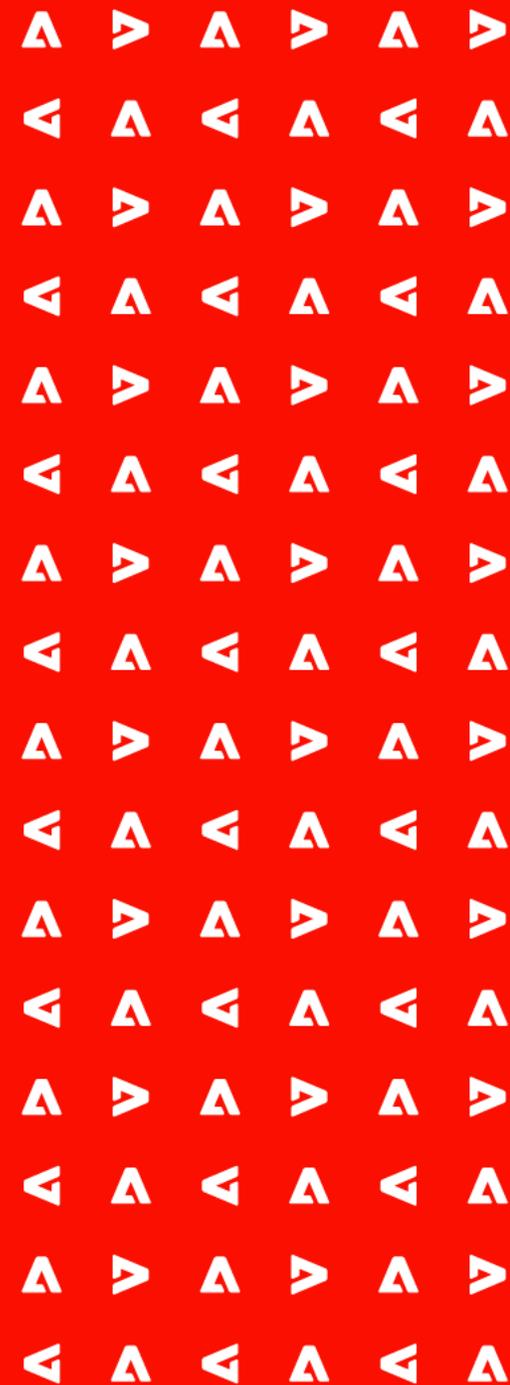




# Learning Paths

Adobe Digital Learning Services



# AEM Assets

Legend

✓ Mandatory

○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Business Users	Power Users	Architects	Technical Users	DevOps
Accelerate Customer Engagement with Personalized, Multi-Channel Marketing Programs	3 days		○	○	○	○	○
Manage and Deliver Digital Assets	2 days	16 hrs	✓	✓	○	○	
Customize Digital Assets	2 days	16 hrs	✓	✓	○	✓	
Adobe Qualified: AEM Assets Digital Librarian Exam 			✓				
Administer and Securely Maintain AEM v6 (On Prem)	3 days	24 hrs			○	○	✓
OR							
Configure and Maintain AEM as a Cloud Service (New Cloud Service Customer)	3 days				○	○	✓
OR							
Deploy Using Cloud Manager for AEM As a Cloud Service (Upgrading to Cloud Services)	1 day				○	○	✓
Additional Courses							
Spotlight: Deliver Intelligent Image Crops and Swatches with Dynamic Media in Adobe Experience Manager Assets		1 hr	○	○			
Spotlight: Make Metadata Work for Your Business in Adobe Experience Manager Assets		45 mins	○	○			

# AEM Forms

Legend

✓ Mandatory

○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Designers	Developers
Create Adaptive Forms Using Adobe Experience Manager	3 days	24 hrs	✓	✓

# AEM Sites

Legend

✓ Mandatory

Courses Listed in Recommended Order	Instructor Led	On Demand	Content Authors	Architects	Front-End Developers	Back-End Developers	DevOps
Accelerate Customer Engagement with Personalized, Multi-Channel Marketing Programs	3 days		<input type="radio"/>				
Author and Manage Pages Using AEM I	2 days	16 hrs	✓	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Author and Manage Pages Using AEM II	2 days	16 hrs	✓	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adobe Qualified: AEM Sites Content Author Credential Exam 			✓				
Develop Websites and Components	4 days	32 hrs		✓	✓	<input type="radio"/>	
Extend and Customize AEM	3 days	24 hrs		✓	<input type="radio"/>	✓	
Develop Global Websites	2 days	16 hrs	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>	
Develop Single Page Applications with React in AEM	2 days			<input type="radio"/>	✓	<input type="radio"/>	
Administer and Securely Maintain AEM v6 (On Prem)	3 days	24 hrs		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓
Configure and Maintain AEM as a Cloud Service (New Cloud Service Customer)	3 days			✓	<input type="radio"/>	<input type="radio"/>	✓
Deploy Using Cloud Manager for AEM As a Cloud Service. (Upgrading to Cloud Services)	1 day			<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓

## Additional Courses

Create and Manage DITA Content		16 hrs	<input type="radio"/>				
Spotlight: Get to Market Fast with Adobe Experience Manager Sites		1.5 hrs	<input type="radio"/>				
Spotlight: Build Single Page Applications with Adobe Experience Manager		1.5 hrs			<input type="radio"/>		
Spotlight: Deliver Headless Experiences with Adobe Experience Manager		1.5 hrs			<input type="radio"/>		
Spotlight: Empower Business Users in a Headless Implementation with GraphQL (AEM Sites)		1 hr	<input type="radio"/>		<input type="radio"/>		

# Analytics

Legend

✓ Mandatory

○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Business Analysts	Campaign Managers	Marketing Analysts	Web Analysts	Developers	System Admins	Technical Leads
Accelerate Customer Engagement with Personalized, Multi-Channel Marketing Programs	3 days		○	○	○	○	○	○	○
Create Reports and Visualizations Using Adobe Analytics I	2 days	16 hrs	✓	✓	✓	✓			✓
Create Reports and Visualizations Using Adobe Analytics II	2 days	16 hrs	✓	✓	✓	✓			✓
Adobe Qualified: Adobe Analytics Data Analyst Credential Exam 			✓	✓	✓	✓			✓
Adobe Analytics Implementation	3 days					✓	✓	✓	✓
Additional Courses									
Spotlight: Discover the New Analytics for Adobe Target		1 hr	✓						
Spotlight: Using Adobe Sensei in Analysis Workspace		1 hr	✓						

# Audience Manager

Legend

✓ Mandatory

○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Business Users	Media Agency Analysts	Marketing Managers & Analysts	Operations Managers & Analysts	Personalization Managers & Analysts
Accelerate Customer Engagement with Personalized, Multi-Channel Marketing Programs	3 days		✓	✓	✓	✓	✓
Fundamentals of Adobe Audience Manager	1 day	8 hrs	✓	✓	✓	✓	✓

# Campaign Classic V8

Legend  
✓ Mandatory  
○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Business Users	System Administrators	Developers
Accelerate Customer Engagement with Personalized, Multi-Channel Marketing Programs	3 days		✓	✓	✓
Getting Started with Adobe Campaign Classic V8	1 day	8 hrs	✓	✓	✓
Design & Orchestrate Marketing Campaigns Using Adobe Campaign Classic V8	2 days	16 hrs	✓		
Manage Data & Workflows in Adobe Campaign Classic V8	2 days	16 hrs	✓		✓
Configure & Manage Adobe Campaign Classic V8	1 day	8 hrs		✓	✓
Develop and Customize Data Models in Adobe Campaign Classic V8	2 days				✓
JavaScript Programming in Adobe Campaign Classic		8 hrs		✓	✓
Additional Courses					
Spotlight: Enrichment in Adobe Campaign Classic: Enhancing Workflows		1 hr	✓		

# Campaign Standard

Legend  
✓ Mandatory  
○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Business Users	System Administrators	Developers
Accelerate Customer Engagement with Personalized, Multi-Channel Marketing Programs	3 days		✓	✓	✓
Discover Adobe Campaign Standard		8 hrs	✓	✓	✓
Design & Orchestrate Marketing Campaigns	2 days	16 hrs	✓	✓	✓
Manage Workflows in Adobe Campaign Standard	2 days	8 hrs	✓	✓	
Customize Adobe Campaign Standard	1 day			✓	✓

# Commerce

Legend

✓ Mandatory

○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Business Users	Back-End Developers	Front-End Developers	Architects & Consultants	Dev Ops
Adobe Commerce Essentials for Developers	3 days			✓	○		
Build and Manage an Online Store Using Adobe Commerce	2 days	16 hrs	✓			✓	
Requirements Discovery		8 hrs				✓	
Manage Catalogs and Products Using Adobe Commerce	2 days		✓			✓	
Magento Security for Developers		16 hrs		✓			✓
Magento: Page Builder for Business Users		24 hrs	○		○		
Magento 2: Fundamentals of Development (Part 1)		16 hrs		✓			
Magento 2: Fundamentals of Development (Part 2)		16 hrs		✓			
<b>Additional Courses</b>							
Magento B2B for Business Users		4 hrs					
Getting Started with JavaScript Development		16 hrs					
Adobe Commerce: Magento Business Intelligence (MBI)		5 ½ hrs					
Spotlight: Introduction to Managing Your Magento Store		2 hrs					

# Content Supply Chain

**Legend**

✓ Mandatory

○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Business Users	Project/Program Managers	Team Members	Digital Librarian
<a href="#">Content Supply Chain Overview Video</a> (click to watch)			✓	✓	✓	✓
<b><a href="#">Courses for Workfront Business Users</a></b>						
Manage Projects with Adobe Workfront	3 days	24 hrs	✓	✓	✓	
Create Reports with Adobe Workfront	2 days		✓	✓	✓	
<b><a href="#">Courses for AEM Assets Business Users</a></b>						
Manage and Deliver Digital Assets Using AEM	2 days	16 hrs	✓		✓	✓
Customize Digital Assets in AEM	2 days	16 hrs	✓		✓	✓
Adobe Qualified: AEM Assets Digital Librarian Exam 			✓		✓	✓

# Customer Journey Analytics

Legend  
✓ Mandatory  
○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Business Users	Power Users	Technical Users
Configure Adobe Customer Journey Analytics	1 day			✓	✓
Create and Analyze Reports Using Adobe Customer Journey Analytics	1 day		✓	✓	✓

# Experience Cloud Integrations

Legend

✓ Mandatory

○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Project Managers	Content Managers	Marketing & Campaign Managers	Optimization Managers	Technical Leads	Developers	System Administrators
Integrate Adobe Experience Cloud Solutions Using Launch		8 hrs	✓	✓	✓	✓	✓	✓	✓
Accelerate Customer Engagement with Personalized Multi-Channel Marketing Programs	3 days		✓	✓	✓	✓	✓	✓	✓

# Experience Platform

Legend

✓ Mandatory

○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Business Users	Power Users	Technical Users
Get Started with Adobe Experience Platform	1 day	16 hrs		✓	✓
Configure and Manage Adobe Experience Platform	2 days			✓	✓
Configure Adobe Experience Platform Data Collection	1 day				✓
Extend Data Capabilities of Adobe Experience Platform	1 day				✓
Additional Courses					
Spotlight: Orchestrating Customer Journeys Powered by Experience Platform		50 min	✓	✓	✓
Spotlight: Explore Application Services Powered by Adobe Experience Platform		1.5 hrs	✓	✓	✓
Spotlight: Managing Real-time Customer Profiles in Adobe Experience Platform		1.5 hrs		✓	✓

# Journey Optimizer

Legend  
✓ Mandatory  
○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Business Users	Power Users	Technical Users
Configure Adobe Journey Optimizer	1 day			✓	✓
Create Personalized Customer Journeys Using Adobe Journey Optimizer	2 days		✓	✓	✓

# Marketo Engage

Legend

✓ Mandatory

○ Optional

Recommended Order	Course Name	Note	Instructor Led	On Demand	Digital Marketer	Marketing Manager	System Admin	Data Analysts
1	Marketo Core Concepts I	Recommended to help users prepare for the <i>Adobe Qualified: Adobe Marketo Engage Digital Marketer exam</i>	2 days	14 hrs	✓	✓		
2	Marketo Core Concepts II		2 days	14 hrs	✓	✓		
3	Marketo Reporting and Insights		3 hrs	3 hrs	✓	✓		✓
N/A	Optimize Email Deliverability with Adobe Marketo Engage		3 hrs	3 hrs	✓	✓		
N/A	Create Event & Webinar Programs in Adobe Marketo Engage		3 hrs	3 hrs	✓	✓		
N/A	Configure & Manage Adobe Marketo Engage	For system admins (people who have Admin permissions)	3 hrs	3 hrs	✓		✓	
	Adobe Qualified: Adobe Marketo Engage Digital Marketer Exam							
<b>Additional Courses</b>								
	Spotlight: Adobe Marketo Engage – Optimizing Email Delivery			2 hrs	✓	✓		
	Spotlight: Adobe Marketo Engage – Beyond the Batch and Blast			2 hrs	✓	✓		

# Real-Time CDP

Legend  
✓ Mandatory  
○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Business Users	Power Users	Technical Users
Configure Adobe Real-Time CDP	1 day			✓	✓
Create Audiences and Activate Destinations in Real-Time CDP	1 day		✓	✓	✓

# Target

Legend

✓ Mandatory

○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Business Users
Personalize and Optimize Content with Adobe Target	2 days	8 hrs	✓
Leverage Experience Cloud Audiences in Adobe Target	1 day	8 hrs	
Personalize and Automate with Adobe Target	1 day		✓
Adobe Qualified: Adobe Target Optimization Specialist Exam 			✓
Personalize Dynamic Content Using Adobe Target Recommendations	1 day		
Additional Courses			
Spotlight: Personalize Adobe Target Campaigns with Experience Cloud Audiences		1 hr	✓
Spotlight: Improve Shoppers' Personalized Experiences with Recommendations (Adobe Target)		1 hr 20 mins	✓
Spotlight: Stop Guessing with Adobe Target Multivariate Testing		50 mins	✓

# Workfront

Legend

✓ Mandatory

○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Collaborator / Worker <sub>1</sub>	Project Manager / Power User <sub>2</sub>	Resource / Traffic Manager <sub>3</sub>	Group Administrator <sub>4</sub>	System / Fusion Administrator <sub>5</sub>
Manage Projects with Adobe Workfront	3 days	24 hrs		✓	○	✓	✓
Create Reports with Adobe Workfront	2 days			✓		✓	✓
Administer and Maintain Adobe Workfront I	3 days	24 hrs			○	✓	✓
Administer and Maintain Adobe Workfront II	3 days	24 hrs			✓		✓
Manage Connections and Workflows in Adobe Workfront Fusion	3 days	24 hrs					✓
<b>Additional Courses</b>							
Spotlight: Learn About the Collaborator Role - Workfront Collaborator Essentials		40 mins	✓				
Worker Fundamentals in Adobe Workfront		1 hr	✓	✓	✓	✓	✓
Spotlight: Results Oriented Collaboration with Adobe Workfront		1 hr		✓		✓	✓
Spotlight: Learn about the Proofing Admin Role - Admin Proof in Adobe Workfront		1 hr 20 mins				○	○
Spotlight: Reviewing Proofs with Adobe Workfront		1 hr 10 mins	○	○			
Spotlight: Managing Proofs in Adobe Workfront		1 hr 30 mins	○	○			

1 = Submits requests and is assigned majority of tasks.

2 = More experienced. Assigned work that uses additional Workfront features.

3 = Uses Workfront for managing incoming work requests and resource availability.

4 = Administers and maintains Workfront setups for specific groups.

5 = Administers and maintains Workfront setups globally. Manages workflows and connections using Workfront Fusion.

