Learning Paths

Adobe Digital Learning Services
Adobe Experience Cloud

All roles

3 days
Accelerate Customer Engagement with Personalized, Multi-Channel Marketing Programs

1 day
Integrate Adobe Experience Cloud Solutions Using Launch

Adobe Experience Platform

Developer/System Administrator

2 days
Getting Started with Adobe Experience Platform

1 day
Extend and Customize Adobe Experience Platform for Developers

2 days
Implement Applications Services Powered by Adobe Experience Platform

1 day
Create and Activate Segments in Adobe Experience Platform

1 day
Extend Data Capabilities of Adobe Experience Platform

(v)ILT = Virtual or in-person instructor-led training
Adobe Experience Manager – Sites

<table>
<thead>
<tr>
<th>Business User (Author)</th>
<th>System Administrator</th>
<th>Developer (front-end)</th>
<th>Developer (back-end)</th>
<th>Architect</th>
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<tbody>
<tr>
<td>(v)ILT</td>
<td>vLabs</td>
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<tr>
<td>2 days</td>
<td>Include if Power User: 2 days</td>
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<tr>
<td>Create Web Experiences*</td>
<td>Develop Global Websites</td>
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<td>vLabs</td>
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</table>

On-demand: Adobe Experience Manager courses for Business Practitioners (Learning subscription holders only)
Experience Manager Tutorials (free for all users)

*Mandatory for given role
(v)ILT = Virtual or in-person instructor-led training
# Adobe Experience Manager – Sites

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<tr>
<td>3 days</td>
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<tr>
<td>Administer and Securely Maintain*</td>
<td>Develop Global Websites</td>
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<td>OR</td>
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<tr>
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<tr>
<td>DevOps for AEM as a Cloud Service*</td>
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*Mandatory for given role

(v)ILT = Virtual or in-person instructor-led training

On-demand
Adobe Experience Manager courses for Administrators (Learning subscription holders only)
Experience Manager Tutorials (free for all users)
Adobe Experience Manager – Sites

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<th>Business User (Author)</th>
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<td>2 days (optional)</td>
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<td>vLabs</td>
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<tr>
<td>Create Web Experience*</td>
<td>Develop Websites and Components*</td>
<td>Develop Single-Page Applications with React in AEM</td>
<td>Virtual Labs</td>
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On-demand
Adobe Experience Manager courses for Front-End Developers (Learning subscription holders only)
Experience Manager Tutorials (free for all users)

* Mandatory for given role
(v)ILT = Virtual or in-person instructor-led training
Adobe Experience Manager – Sites

<table>
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<th>On-demand</th>
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<tr>
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<td>4 days <strong>Develop Websites and Components</strong></td>
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<tr>
<td>Developer (front-end)</td>
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<td>3 days <strong>Extend and Customize</strong></td>
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<tr>
<td>Developer (back-end)</td>
<td></td>
<td>2 days <strong>Develop Global Websites</strong></td>
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<tr>
<td>Architect</td>
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</table>

On-demand: Adobe Experience Manager courses for Back-End Developers (Learning subscription holders only)
Experience Manager Tutorials (free for all users)

*(v)ILT = Virtual or in-person instructor-led training
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Adobe Experience Manager – Sites

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<td>Create Web Experiences*</td>
<td>Administer and Securely Maintain*</td>
<td>Extend and Customize*</td>
<td>Develop Global Websites</td>
<td>AEM Architect Workshop*</td>
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(Mandatory for given role)

Adobe Experience Manager courses for Architects (Learning subscription holders only)
Experience Manager Tutorials (free for all users)
Adobe Experience Manager – Upgrading customers

(v)ILT = Virtual or in-person instructor-led training

*Mandatory for given role

All users

- (v)ILT
  - 2 days
  - What's New in AEM 6.5
  - (6.5 deltas)

- vLabs
  - Virtual Labs
Adobe Experience Manager – Assets

(v)ILT = Virtual or in-person instructor-led training

Business User

2 days
Manage and Deliver Digital Assets

2 days (optional)
Create and Manage DITA Content

2 days
Customize Digital Assets (Power User)

Virtual Labs

On-demand
Adobe Experience Manager courses for Business Practitioners (Learning subscription holders only)
Experience Manager Tutorials (free for all users)
## Adobe Analytics

**Business User (Analyst)**

<table>
<thead>
<tr>
<th>(v)ILT</th>
<th>Developer</th>
<th>System Administrator</th>
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<tbody>
<tr>
<td>2 days Data Analysis with Analysis Workspace*</td>
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<tr>
<td>2 days Advanced Analysis with Analysis Workspace</td>
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### On-demand

Adobe Analytics courses for Business Practitioners (Learning subscription holders only)

Adobe Analytics Tutorials (free for all users)
## Adobe Analytics

### Business User (Analyst)  
### Developer  
### System Administrator

<table>
<thead>
<tr>
<th>(v)ILT</th>
<th>3 days</th>
<th>Analytics Implementation</th>
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### On-demand

Adobe Analytics courses for Developers and Administrators (Learning subscription holders only)  
Adobe Analytics Tutorials (free for all users)  
Adobe Creative Cloud & more

(©ILT = Virtual or in-person instructor-led training)
## Adobe Analytics

<table>
<thead>
<tr>
<th>Business User (Analyst)</th>
<th>Developer</th>
<th>System Administrator</th>
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<td>Configure</td>
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<td>Adobe Analytics</td>
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<tr>
<th>On-demand</th>
<th>Adobe Analytics courses for Developers and Administrators (Learning subscription holders only)</th>
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<tbody>
<tr>
<td></td>
<td>Adobe Analytics Tutorials (free for all users)</td>
</tr>
</tbody>
</table>
Adobe Analytics – Data Workbench

Business User

Developer/Architect

(v)ILT

4 days
Data Workbench
Analyst ACE

3 days
Data Workbench
Advanced Analyst

(v)ILT = Virtual or in-person instructor-led training
Adobe Analytics – Data Workbench

(v)ILT = Virtual or in-person instructor-led training

(v)ILT

4 days
Data Workbench
Analyst ACE

5 days
Data Workbench
Architect ACE
Adobe Campaign Classic

(v)ILT = Virtual or in-person instructor-led training

Business User

System Administrator

Developer

1 day
Getting Started

3 days
(v)ILT
Design & Orchestrate
Marketing Campaigns

2 days
Manage Data and
Workflows

1 day
Manage Offers

vLabs

Virtual Labs

On-demand
Adobe Campaign Classic courses for Business Practitioners (Learning subscription holders only)
Adobe Campaign Tutorials (free for all users)
Adobe Campaign Classic

Business User
System Administrator
Developer

(v)ILT
1 day
Getting Started

1 day
Configure and Manage

1 day
JavaScript Programming

vLabs
Virtual Labs

On-demand
Adobe Campaign Classic course for System Administrators (Learning subscription holders only)
Adobe Campaign Tutorials (free for all users)
Adobe Campaign Classic

(v)ILT = Virtual or in-person instructor-led training

(v)ILT

1 day
Getting Started

2 days
Manage Data and Workflows

2 days
Develop and Customize Data Models

1 days
JavaScript Programming

1 days
Build Reports

vLabs

Virtual Labs

On-demand

Adobe Campaign Classic course for Developers (Learning subscription holders only)

Adobe Campaign Tutorials (free for all users)
Adobe Campaign Standard

(v)ILT = Virtual or in-person instructor-led training

Adobe Campaign Tutorials (free for all users)

On-demand Adobe Campaign Standard course for Business Users (Learning subscription holders only)

Business User

- 1 day Discover Adobe Campaign Standard
- 2 days Design & Orchestrate Marketing Campaigns
- 1 day Manage Workflows

System Administrator

- vLabs
- Virtual Labs

Developer

Adobe Creative Cloud & more
Adobe Experience Cloud | Adobe Experience Platform
Adobe Experience Manager
Adobe Analytics
Adobe Campaign
Adobe Target
Adobe Audience Manager
Adobe Advertising Cloud
Magento Commerce
Marketo Engage*
Adobe Creative Cloud & more
Adobe Campaign Standard

(v)ILT = Virtual or in-person instructor-led training

On-demand

Adobe Campaign Standard course for System Administrators (Learning subscription holders only)
Adobe Campaign Tutorials (free for all users)
Adobe Campaign Standard

(v)ILT = Virtual or in-person instructor-led training

(v)ILT:
- 1 day: Discover Adobe Campaign Standard
- 2 days: Customize Adobe Campaign Standard
- 1 day: Manage Workflows

vLabs:
- Virtual Labs

On-demand:
- Adobe Campaign Standard course for System Administrators (Learning subscription holders only)
- Adobe Campaign Tutorials (free for all users)
Adobe Target

Mandatory for given role

(v)ILT = Virtual or in-person instructor-led training

Business User

<table>
<thead>
<tr>
<th>(v)ILT</th>
<th>1 day</th>
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<tbody>
<tr>
<td>Fundamentals of Adobe Target*</td>
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<tr>
<td>1 day</td>
<td>Personalize and Automate with Adobe Target</td>
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<tr>
<td>1 day</td>
<td>Leverage Adobe Analytics and Experience Cloud Audiences</td>
</tr>
<tr>
<td>1 day</td>
<td>Personalize Dynamic Content using Recommendations</td>
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On-demand
Adobe Target courses for Marketers and Optimization Experts (Learning subscription holders only)
Adobe Target Tutorials (free for all users)
Adobe Audience Manager

(v)ILT = Virtual or in-person instructor-led training

Business User

1 day Fundamentals of Adobe Audience Manager

1 day Enhance Audience Segmentation Using Adobe Analytics Cloud

On-demand

Adobe Audience Manager courses for Business Users (Learning subscription holders only)
Adobe Audience Manager Tutorials (free for all users)
Adobe Audience Manager

Business User

Developer/Architect

(v)ILT

1 day
Fundamentals of Adobe Audience Manager

On-demand

Adobe Audience Manager Tutorials (free for all users)
Adobe Advertising Cloud*

All users

ILT

2 days
Custom Onsite*

Contact ADLS@adobe.com for more information.

*Learning subscription ineligible
<table>
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<th>(v)ILT</th>
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<tr>
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<td>JavaScript Development in Magento 2</td>
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<th>Business Practitioner</th>
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<tr>
<td>5 days Magento 2 Development Essentials</td>
<td>3 days Magento Commerce Cloud for Developers</td>
<td>2 days JavaScript Development in Magento 2</td>
<td>On-demand Fundamentals of Magento 2 Development Part 2</td>
<td>On-demand Magento Security for Developers</td>
</tr>
</tbody>
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(v)ILT = Virtual or in-person instructor-led training

Adobe Experience Cloud | Adobe Experience Manager | Adobe Analytics | Adobe Campaign | Adobe Target | Adobe Audience Manager | Adobe Advertising Cloud | Magento Commerce | Marketo Engage* | Adobe Creative Cloud & more

Adobe Creative Cloud & more
# Commerce

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<tr>
<td><strong>FREE</strong></td>
<td><strong>(v)ILT</strong></td>
<td><strong>On-demand</strong></td>
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<tr>
<td>Free On-demand Intro to Magento 2 for Business Users</td>
<td>3 days Magento Commerce Cloud for Developers</td>
<td>On-demand Magento Security for Developers</td>
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(v)ILT = Virtual or in-person instructor-led training
### Magento Commerce

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- **3 days**
  - Managing Your Magento 2 Store

*(v)ILT = Virtual or in-person instructor-led training*
Commerce

On-demand

(v)ILT: Virtual or in-person instructor-led training

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<td>Managing Your</td>
<td>Magento 2 B2B</td>
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<tr>
<td>Magento 2 Store</td>
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<td>for Business User</td>
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<td>for Business Users</td>
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Marketo Engage*

New to Marketo path

2 days
Marketo Core Concepts I

1/2 day
Configuring and Managing Marketo (optional)

(v)ILT

Market expert path

Sales integration courses
Establishing a Successful ABM Program (½ day)

Advanced email marketing courses
Creating Event & Webinar Programs (½ day)
Optimizing Email Deliverability (½ day)

Reporting courses
Reporting and Insights (½ day)
Attribution Models & Journey Analytics (½ day)

Certification prep courses
Exam Prep: ACE – Marketo Engage Business Practitioner (1/2 day)

(v)ILT

Adobe Marketo Engage courses for Marketing Practitioners (Learning subscription holders only)
New to Marketo Engage Learning Path – Tutorials (free for all users)
Marketo Engage Video Tutorials (free for all users)

(v)ILT = Virtual or in-person instructor-led training
Marketo Engage*

On-demand

Adobe Marketo Engage courses for Marketing Practitioners (Learning subscription holders only)
New to Marketo Engage Learning Path – Tutorials (free for all users)
Marketo Engage Video Tutorials (free for all users)

New to Marketo path

2 day
Market Core Concepts I

1/2 day
Configuring and Managing Marketo

Marketo expert path

Reporting courses
Reporting and Insights (½ day)
Attribution Models & Journey Analytics (½ day)

(v)ILT

(©ILT = Virtual or in-person instructor-led training)

Marketing Practitioner

Data Analyst

Marketo System Administrator
Marketo Engage*

- **Marketing Practitioner**
- **Data Analyst**
- **Marketo System Administrator**

New to Marketo path

(v)ILT

- 2 day Configuring and Managing Marketo
- ½ day Marketo Core Concepts I

On-demand

Adobe Marketo Engage courses for Marketing Practitioners (Learning subscription holders only)

New to Marketo Engage Learning Path – Tutorials (free for all users)

Marketo Engage Video Tutorials (free for all users)