



# Adobe Campaign

## Configure and Manage Adobe Campaign Classic

**Course description:** Configure and Manage Adobe Campaign Classic is a 1-day instructor-led course for system administrators and developers focusing on configuring and managing Campaign Classic. In this course, you will learn how to administer user access rights and create standards and templates. Using hands-on exercises, you will also learn to deploy environment packages in Campaign Classic. This course also introduces you to General Data Protection Regulation (GDPR) and teaches you how to create GDPR requests.

### Prerequisites:

- Design and Orchestrate Marketing Campaigns Using Adobe Campaign Classic course
- At least three months of experience using Adobe Campaign

**Target audience:** System administrators and developers

### Objectives

After completing this course, you will be able to:

- Administer user access rights
- Explain the control panel
- Describe the audit trail
- Create standards and templates
- Deploy environment packages
- Explain GDPR and Campaign Classic capabilities for GDPR
- Create GDPR Requests

### Course Materials

- Configure and Manage Adobe Campaign Classic Student Guide

### TOPICS

- Campaign Classic Security Model
  - › Operator
  - › Operator groups and named rights
  - › Built-in operator groups
  - › Built-in named rights
  - › Built-in operator group behavior
  - › Administering users
  - › Built-in operators
- Folder access and permissions
  - › Built-in folders
  - › Administering platforms and folders
  - › Data partition
  - › Creating a view
- Manage security in Campaign Classic
- Control panel
- Audit trail in Campaign Classic
- Create delivery and campaign templates
- Typology rules
- Create standards and templates
- Deploy environment packages
- Campaign Classic capabilities for GDPR
- Install the GDPR package
- Create GDPR requests

### Start Learning Today

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