



# Adobe Marketo Engage

## Exam Prep: Adobe Certified Expert – Marketo Engage Business Practitioner

**Course description:** Are you planning to take the Adobe Certified Expert – Marketo Engage Business Practitioner exam? The Exam Prep: Adobe Certified Expert – Marketo Engage Business Practitioner course is designed to help you succeed in studying for and taking the exam. In this course, you will learn about the exam format and participate in a review of the key topics on the exam, including program fundamentals, targeting and personalization, lead management, implementation and operations, and reporting and analytics. You'll also review recommended study tips and learn how to register for the exam. Throughout the course, you will test your knowledge with sample questions, as well as take a practice quiz to help you prepare.

**Product features covered:** The Adobe Certified Expert – Marketo Engage Business Practitioner exam covers out-of-the-box features of Marketo Engage. No add-on products are included in the exam or this course.

**Best for:** This course is for marketing professionals who:

- Have been using Marketo Engage regularly for 1+ year(s)
- Are accustomed to using all features of the core Marketo Engage product
- Are preparing to take the Adobe Certified Expert – Marketo Engage Business Practitioner exam

**Recommended prerequisites:**

- Marketo Core Concepts I
- Marketo Core Concepts II
- Creating Event and Webinar Programs
- Marketo Reporting and Insights

**Duration:** 3 hours

**Format:** This course includes lecture, sample questions and a quiz for an interactive experience. It does not include hands-on activities.

Learn to:

- Understand the format and benefits of the MCE Exam
- Review topics that will likely appear on the MCE Exam
- Understand recommended study tips
- Understand how to register for the MCE Exam
- Review MCE Exam sample questions
- Take a MCE Exam practice quiz

Course materials

- Establishing a Successful ABM Program Student Guide
- Establishing a Successful ABM Program Exercise Guide

### Start Learning Today

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