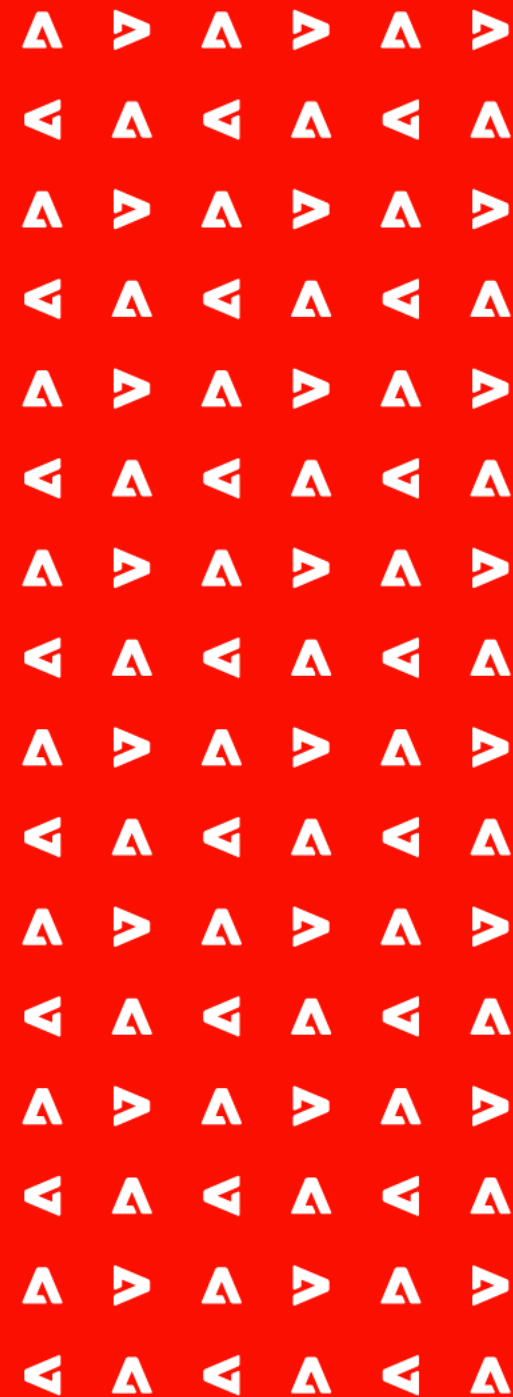




Learning Paths

Adobe Digital Learning Services



Adobe Advertising Cloud

Legend

✓ Mandatory

○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	All Audiences
Fundamentals of Advertising Cloud: Demand Side Platform	1 day		✓
Fundamentals of Advertising Cloud: Search Engine Marketing	1 day		✓

Adobe 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		○	○	○	○	○	○	○
Data Analysis with Analysis Workspace	2 days	16 hrs	✓	✓	✓	✓			✓
Advanced Analysis with Analysis Workspace	2 days		✓	✓	✓	✓			✓
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	✓						

Adobe 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	✓	✓	✓	✓	✓

Adobe Campaign Classic

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	1 day	8 hrs	✓	✓	✓
Design & Orchestrate Marketing Campaigns Using Adobe Campaign Classic	2 days	16 hrs	✓		
Manage Data & Workflows in Adobe Campaign Classic	2 days	16 hrs	✓		✓
Manage Offers in Adobe Campaign Classic	1 day		✓		
Configure & Manage Adobe Campaign Classic	1 day	8 hrs		✓	✓
Develop and Customize Data Models in Adobe Campaign Classic	2 days				✓
JavaScript Programming in Adobe Campaign Classic	1 day	8 hrs		✓	✓
Build Reports in Adobe Campaign Classic	1 day				✓
Additional Courses					
Spotlight: Enrichment in Adobe Campaign Classic: Enhancing Workflows		1 hr	✓		

Adobe 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	1 day	8 hrs	✓	✓	✓
Design & Orchestrate Marketing Campaigns	2 days	16 hrs	✓	✓	✓
Manage Workflows in Adobe Campaign Standard	1 day	8 hrs	✓	✓	
Customize Adobe Campaign Standard	1 day			✓	✓

Adobe Journey Optimizer

Courses Listed in Recommended Order	Instructor Led	On Demand	Business Users	System Administrators	Developers
Create Personalized Customer Journeys Using Adobe Journey Optimizer	2 days		✓		
Additional Courses					
Spotlight: Drive Brand Engagement in New Ways with Adobe Journey Optimizer		40 mins	✓		

Adobe Commerce Cloud

Legend

✓ Mandatory

○ Optional

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

Adobe Experience Cloud

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	1 day	8 hrs	✓	✓	✓	✓	✓	✓	✓
Accelerate Customer Engagement with Personalized Multi-Channel Marketing Programs	3 days		✓	✓	✓	✓	✓	✓	✓

Adobe Experience Manager: 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		✓	○	✓	
Administer and Securely Maintain AEM v6 (On Prem)	3 days	24 hrs			○	○	✓
Configure and Maintain AEM as a Cloud Service (New Cloud Service Customer)	3 days				○	○	✓
Deploy Using Cloud Manager for AEM As a Cloud Service (Upgrading to Cloud Services)	1 day				○	○	✓
Architect Workshop	3 days				✓	○	○
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	○	○			

Adobe Experience Manager: Sites

Legend

✓ Mandatory

○ Optional

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		○	○	○	○	○
Create Web Experiences with AEM	2 days	16 hrs	✓	○	○	○	○
Develop Websites and Components	4 days	32 hrs		✓	✓	○	
Extend and Customize AEM	3 days	24 hrs		✓	○	✓	
Develop Global Websites	2 days	16 hrs	○	○	✓	○	
Develop Single Page Applications with React in AEM	2 days			○	✓	○	
Transition an Existing Implementation to Adobe Experience Manager as a Cloud Service (Upgrading from v6.5 to Cloud Service)	2 days			○	✓	✓	✓
Administer and Securely Maintain AEM v6 (On Prem)	3 days	24 hrs		○	○	○	✓
Configure and Maintain AEM as a Cloud Service (New Cloud Service Customer)	3 days			✓	○	○	✓
Deploy Using Cloud Manager for AEM As a Cloud Service. (Upgrading to Cloud Services)	1 day			○	○	○	✓
Architect Workshop	3 days			✓	○	○	○

Additional Courses

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

Adobe Experience Platform

Legend

✓ Mandatory

○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Marketer	Data Analyst	Data Steward	Data Architect	Data Scientist	Data Engineer	Application Developer
Getting Started with Adobe Experience Platform	2 days	16 hrs	✓	✓	✓	✓	✓	✓	✓
Extend and Customize Adobe Experience Platform	1 day					✓		✓	✓
Implement Application Services Powered by AEP	2 days		✓	✓	○	○		✓	
Extend Data Capabilities of Adobe Experience Platform	1 day			○	○	✓	✓	✓	
Create and Activate Segments in Adobe Experience Platform	1 day		✓					✓	
Additional Courses									
Spotlight: Get Introduced to Adobe Experience Platform		1 hr	✓	✓	✓	✓	✓	✓	✓
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	✓	✓					

Adobe Marketo Engage

Legend
 ✓ Mandatory
 ○ Optional

Recommended Order	Course Name	Note	Instructor Led	On Demand	Marketer	Marketing Manager	System Admin	Data Analysts
1	Adobe Marketo Engage: Core Concepts I	Recommended to help users prepare for the <i>Adobe Certified Professional (Marketo Engage)</i> exam	2 days (14 hrs)	14 hrs	✓	✓	✓	✓
2	Adobe Marketo Engage: Core Concepts II	Recommended to help users prepare for the <i>Adobe Certified Professional (Marketo Engage)</i> exam	2 days (14 hrs)	14 hrs	✓	✓	✓	✓
3	Reporting and Insights	Recommended to help users prepare for the <i>Adobe Certified Professional (Marketo Engage)</i> exam	3 hrs	3 hrs	✓	✓	✓	✓
Can be taken in any order after Courses 1-3	Optimizing Email Deliverability		3 hrs	3 hrs	✓	✓		
Can be taken in any order after Courses 1-3	Creating Events and Webinars		3 hrs	3 hrs	✓	✓		
Can be taken in any order after Courses 1-3	Configuring and Managing Marketo	For system admins (people who have Admin permissions)	3 hrs	3 hrs	✓	✓	✓	
Can be taken in any order after Courses 1-3	Attribution Models and Journey Analytics	For users with the following add-on capabilities: Program Analyzer, Opportunity Influence Analyzer, Success Path Analyzer, Revenue Cycle Models, and Performance Insight. Not all users have purchased these features.	3 hrs	3 hrs	✓	✓	✓	✓
Can be taken in any order after Courses 1-3	Establishing a Successful Account-Based Marketing Program	For users with the Target Account Management/ABM add-on capability. Not all users have purchased this feature.	3 hrs	3 hrs	✓	✓		
Additional Courses								
	Spotlight: Adobe Marketo Engage – Optimizing Email Delivery			2 hrs	✓	✓		
	Spotlight: Adobe Marketo Engage – Beyond the Batch and Blast			2 hrs	✓	✓		

Adobe Target

Legend
✓ Mandatory
○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Business Users
Fundamentals of Adobe Target	1 day	8 hrs	✓
Leverage Experience Cloud Audiences in Adobe Target	1 day	8 hrs	✓
Personalize and Automate with Adobe Target	1 day	8 hrs	✓
Personalize Dynamic Content Using Adobe Target Recommendations	1 day	8 hrs	✓
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	✓

Adobe Workfront

Legend

✓ Mandatory

○ Optional

Courses Listed in Recommended Order	Instructor Led	On Demand	Team Member / Collaborator ₁	Super User / Project Manager ₂	Resource / Traffic Manager ₃	Group Administrator ₄	System / Fusion Administrator ₅
Manage Projects with Adobe Workfront	3 days	24 hrs		✓	○	✓	✓
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					✓
Additional Courses							
Spotlight: Getting Started with Adobe Workfront - Team Member Essentials		1 hr	✓	✓	✓	✓	✓
Spotlight: Learn about the Collaborator role - Workfront Collaborator Essentials		40 mins	✓				
Spotlight: Reviewing Proofs with Adobe Workfront		1 hr 10 mins	○				
Spotlight: Managing Proofs in Adobe Workfront		1 hr 30 mins	○				
Spotlight: Learn about the Proofing Admin Role - Admin Proof in Adobe Workfront		1 hr 20 mins				○	
Spotlight: Results Oriented Collaboration with Adobe Workfront		1 hr		✓		✓	✓

1 = Submits requests and is assigned majority of tasks. Can see projects, dashboards, and all work assigned to self.

2 = "Workfront champion." More experienced. Assigned more advanced tasks than a typical team member.

3 = Accesses everything both roles 1 and 2 perform.

4 = Backend administrating for specific groups.

5 = "Power User." Has access to backend + frontend, audit logs, logins. Very technical, creates integrations and connections.

