



Learning Paths



Adobe Experience Cloud



Unlimited on-demand learning for Adobe Experience Manager – via All Access Learning Pass



All Roles

1 Day
Adobe
Experience Cloud
Digital Strategies

Start your journey with this virtual session that will review the competencies required for your digital transformation. Examine case studies that drop business value from multiple companies.

2 Day
Maximize
Adobe Experience Cloud

Gain deep intelligence about your customers and business strategies, leverage actionable data to build personalized digital marketing campaigns, and target specific customer segments through an optimized approach.

4 Day
Deliver Exceptional
Experiences Using Adobe
Digital Marketing Solutions

Acquire knowledge across four important Adobe Digital Marketing solutions: Adobe Experience Manager, Adobe Target, Adobe Campaign, and Adobe Analytics.

4 Day
Digital Marketing Masters
Workshop *

Explore Adobe Experience Cloud with Adobe Experience Manager, Adobe Target, Adobe Campaign, Adobe Analytics, Adobe Audience Manager, and Dynamic Tag Management.






* All Access Learning Pass Ineligible



Adobe Marketing Cloud: Experience Manager – Sites

Unlimited on-demand learning for Adobe Experience Manager – via All Access Learning Pass

Learn any time, any place, any pace with Adobe Experience Manager Sites eLearning

 <p>Business User (Author)</p>	<p>2 Day and 3 Hour eLearning Create Web Experiences*</p> <p>Improve your authoring skills. Develop and modify web & mobile pages using templates. Create consistent experiences</p>	<p>Include if Power User: 2 Day Develop Multilingual and Multinational Sites</p> <p>Effectively manage multiple sites and locales. Reuse content across channels, languages & global sections at all levels of complexity</p>	 <p>System Administrator</p>	<p>3 Day Administer and Securely Maintain*</p> <p>Get updated on the architectural changes of latest version. Be equipped to install, configure, maintain & troubleshoot</p>	<p>3 Day AEM v6 Architect Workshop</p> <p>Learn the skills needed to lead an AEM implementation, including custom solutions, scope estimates, and technical specifications</p>	<p>2 Day Develop Multilingual and Multinational Sites</p> <p>Effectively manage multiple sites and locales. Reuse content across channels, languages & global sections at all levels of complexity</p>
 <p>Architect</p>	<p>2 Day and 3 Hour eLearning Create Web Experiences*</p> <p>Improve your authoring skills. Develop and modify web & mobile pages using templates. Create consistent experiences</p>	<p>2 Day Develop Multilingual and Multinational Sites</p> <p>Effectively manage multiple sites and locales. Reuse content across channels, languages & global sections at all levels of complexity</p>	<p>3 Day Administer and Securely Maintain*</p> <p>Get updated on the architectural changes of latest version. Be equipped to install, configure, maintain & troubleshoot</p>	<p>3 Day Extend and Customize*</p> <p>Equip yourself with advanced application development skills and build a custom AEM application successfully</p>	<p>3 Day AEM v6 Architect Workshop*</p> <p>Learn the skills needed to lead an AEM implementation, including custom solutions, scope estimates, and technical specifications</p>	
 <p>Developer (Front-End)</p>	<p>2 Day and 3 Hour eLearning Create Web Experiences*</p> <p>Improve your authoring skills. Develop and modify web & mobile pages using templates. Create consistent experiences</p>	<p>4 Day and 3 Hour eLearning Develop Websites and Components*</p> <p>Master the fundamentals of building an AEM website, based on templates and components. You'll develop a custom site</p>	<p>2 Day Develop Multilingual and Multinational Sites*</p> <p>Effectively manage multiple sites and locales. Reuse content across channels, languages & global sections at all levels of complexity</p>	 <p>Developer (Back-End)</p>	<p>3 Day Extend and Customize*</p> <p>Equip yourself with advanced application development skills and build a custom AEM application successfully</p>	<p>2 Day Develop Multilingual and Multinational Sites</p> <p>Effectively manage multiple sites and locales. Reuse content across channels, languages & global sections at all levels of complexity</p>



Adobe Marketing Cloud: Experience Manager – Assets

Unlimited on-demand learning for Adobe Experience Manager – via All Access Learning Pass

Learn any time, any place, any pace with Adobe Experience Manager Assets eLearning



Business User
(Author)

2 Day and 2 Hour eLearning Manage and Deliver Digital Assets

Master the asset tool. Use workflows to upload, organize, and manage assets through touch-optimized UI



Developer

4 Day and 3 Hour eLearning Develop Websites and Components

Master the fundamentals of building an AEM website, based on templates and components. You'll develop a custom site

2 Day and 2 Hour eLearning Manage and Deliver Digital Assets

Master the asset tool. Use workflows to upload, organize, and manage assets through touch-optimized UI

2 Day Customize Digital Assets

Customize, manage multiple variations of rich content to deliver interactive media experiences across all customer-facing touchpoints.

3 Day Extend and Customize

Equip yourself with advanced application development skills and build a custom AEM application successfully



Adobe Marketing Cloud: Experience Manager – Upgrading Customers

Unlimited on-demand learning for Adobe Experience Manager – via All Access Learning Pass



**Moving
from 6.2
to 6.3**

2 Day

What's New in AEM 6.3 (6.2 to 6.3 Delta)

Learn about changes to the platform, back-end development, Sites, Assets, and other areas in AEM. New topics include core components, components with Sling models, online revision cleanup, and experience fragments. Also learn about the expansion of editable templates, content fragments, HTL, and security.



**Moving
from 6.1
to 6.3**

2 Day

What's New in AEM 6.3 (6.1 to 6.3 Delta)

Learn about the changes to the platform, back-end development, Sites, Assets, and other areas in AEM. New topics include core components, components with Sling Models, online revision cleanup, Sling Service authentication, and experience fragments. Also learn about the expansion of editable templates, content fragments, HTL, and security.



**Moving
from 5.6
to 6.3**

3 Day

What's New in AEM 6.3 (5.6 to 6.3 Delta)





Learn about the new touch optimized UI and developing on the granite platform. Understand new development techniques with HTL, Sling Models, and Core components. Try out exciting platform changes including revision cleanup, Sling Authentication, Operations Dashboard, and security. Also learn about editable templates, content fragments, experience fragments, and new features in Sites and Assets.



Adobe Marketing Cloud: Experience Manager – Forms

Unlimited on-demand learning for Adobe Experience Manager – via All Access Learning Pass

Learn any time, any place, any pace with Adobe Experience Manager Forms eLearning

 <p>Business User (Author)</p>	<p>1 Day Create and Manage Correspondence using AEM Forms</p> <p>Assemble correspondence from both pre-approved and custom-authored content in a streamlined process</p>	 <p>System Administrator</p> <p>3 Day AEM Forms Administration</p> <p>Master both technology stacks (JEE and OSGi) of AEM Forms and learn how Adobe has integrated them cohesively</p>		
 <p>Designer</p>	<p>2 Day and 3 Hour eLearning Design Adaptive Forms using AEM</p> <p>Create and manage Adaptive Form templates; learn many best practices for designing AEM Forms</p>	<p>2 Day Design HTML and PDF Forms With Designer</p> <p>Create and manage HTML and PDF Forms and learn many best practices for Adobe AEM Designer</p>		
 <p>Developer</p>	<p>2 Day and 3 Hour eLearning Design Adaptive Forms using AEM</p> <p>Create and manage Adaptive Form templates; learn many best practices for designing AEM Forms</p>	<p>2 Day Develop AEM Forms</p> <p>Master best practices in configuring and developing Adaptive Forms</p>	<p>2 Day AEM Forms and Databases</p> <p>Integrate your AEM Forms with databases such as Microsoft SQL Server and Oracle</p>	<p>2 Day Design and Maintain Applications in AEM Workbench</p> <p>Design AEM Forms JEE applications using AEM Workbench</p>



Adobe Analytics Cloud: **Analytics**



Unlimited on-demand learning for Adobe Analytics – via All Access Learning Pass



Learn any time, any place, any pace with Adobe Analytics eLearning

 <p>Business User (Analyst)</p>	<p>3 Day and 3 Hour eLearning Data Analysis with Reports & Analytics</p> <p>Visualize your data in dashboards and detailed reports. Monitor campaigns, identify opportunities and make spend recommendations</p>	<p>3 Day 3 Hour eLearning Data Analysis with Analysis Workspace</p> <p>Configure and run reports to help you make better business decisions. Share reports, segment your data, and create useful visualizations for analysis</p>	<p>1 Day 3 Hour eLearning Create & Manage Analytics Reports using Report Builder</p> <p>Build custom dashboards to meet your specific reporting needs as you monitor optimization and visualize the customer experience across touchpoints</p>	<p>1 Day Mobile App Analysis</p> <p>Create, customize, and share reports to show how users engage and convert through your mobile apps</p>
 <p>Developer</p>	<p>4 Day Reports & Analytics Implementation</p> <p>Code validated JavaScript variables with Analytics data to improve your reporting</p>	<p>1 Day Dynamic Tag Management</p> <p>Set and execute tags, create rules so code executes correctly, gain working knowledge of implementing Analytics variables using DTM</p>		
 <p>System Administrator</p>	<p>3 Day Maximize Insights Using Administrative Functions</p> <p>Set up structures to meet reporting needs of business users, integrate third party data, capture data in isolated environments</p>			



Adobe Analytics Cloud: **Analytics – Data Workbench**

Unlimited on-demand learning for Adobe Analytics – via All Access Learning Pass

 <p>Business User (Analyst)</p>	<p>1 Day Data Workbench Analyst Fundamentals</p> <p>Learn the basics of the tool, including the building blocks and UI, visualizations, and creating workspaces</p>	<p>4 Day Data Workbench Analyst ACE</p> <p>Master the tool with a deep dive into visualizations. Answer relevant business questions and find insights from big data</p>	<p>3 Day Data Workbench Advanced Analyst</p> <p>Master decision trees, clustering, correlation, predictive scoring, cohort analysis and association with hands-on-exercises</p>
 <p>Developer</p>	<p>5 Day Data Workbench Architect ACE</p> <p>Learn how data populates into the workbench and how the schema is defined. Build custom metrics, dimensions, and rules to visualize/interact with data</p>		



Adobe Marketing Cloud: Campaign Classic



Unlimited on-demand learning for Adobe Campaign – via All Access Learning Pass

Learn any time, any place, any pace with Adobe Campaign v6 eLearning

Campaign Classic



Business User

1 Day and 3 Hour eLearning Getting Started with Adobe Campaign

Get a broad overview of the product. View product capabilities; learn how to grow current and future marketing strategies

3 Day and 2 Hour eLearning Design and Orchestrate Marketing Campaigns

Dive deeply into best practices to plan, execute and measure cross-channel marketing campaigns

2 Day Manage Data and Workflows

Prepare sales and technical data for targeting, personalization and reporting more effectively and flexibly.

1 Day Interaction

Learn best practices to deploy, manage and measure personalized offer content in a variety of channels, both inbound and outbound.



Offered as a full course or in building blocks as flexible scheduling options. Visit www.adobe.com/training.html for more info.

Campaign Classic



Developer

1 Day and 3 Hour eLearning Getting Started with Adobe Campaign

Get a broad overview of the product. View product capabilities; learn how to grow current and future marketing strategies.

2 Day Manage Data and Workflows

Prepare sales and technical data for targeting, personalization and reporting more effectively and flexibly.

1 Day Develop Forms and Extend Data Models

Extend the factory data model and user interfaces to meet business requirements and drive successful campaigns

2 Day Extend and Customize

Develop advanced applications to take your marketing campaigns to the next level of personalization and control

1 Day Reporting

Design, build, update and distribute custom reports to guide business decision-making and campaign development

1 Day Production

Support and monitor the Campaign platform in a production environment

Campaign Classic



System Administrator

1 Day and 3 Hour eLearning Getting Started with Adobe Campaign

Get a broad overview of the product. View product capabilities; learn how to grow current and future marketing strategies



1 Day Configure and Manage

Configure, administer, and optimize the Campaign environment

1 Day Production

Support and monitor the Campaign platform in a production environment



Adobe Marketing Cloud: Campaign Standard and Campaign Prime



Unlimited on-demand learning for Adobe Campaign – via All Access Learning Pass

Learn any time, any place, any pace with Adobe Campaign v6 eLearning

Campaign Standard



Business User (Standard)

2 Day
Design and Orchestrate Marketing Campaigns using Adobe Campaign Standard

Master best practices to plan, execute and measure cross-channel marketing campaigns and subscriptions

1 Day
Manage Workflows in Adobe Campaign Standard

Create workflows, import and export data by using workflows, enrich data by using workflows, and segment data

Campaign Prime



Business User (Prime)

1 Day
Transition to Adobe Campaign Prime

Learn how to replicate data between AC7 and ACS. Build basic workflows, create personalized email deliveries, and view delivery reports. Configure A/B tests to predict campaign effectiveness

Campaign Standard



Developer

1 Day
Extend and Customize Adobe Campaign Standard

Extend the data model, create custom resources, configure screens, and learn many other techniques to develop advanced environment configurations to meet business needs

1 Day
Manage Workflows in Adobe Campaign Standard

Create workflows, import and export data by using workflows, enrich data by using workflows, and segment data

Campaign Standard



System Administrator

1 Day
Extend and Customize Adobe Campaign Standard

Extend the data model, create custom resources, configure screens, and learn many other techniques to develop advanced environment configurations to meet business needs




Adobe Marketing Cloud: **Target**



Unlimited on-demand learning for Adobe Target – via All Access Learning Pass

Learn any time, any place, any pace with Adobe Target eLearning



**Standard
Business User**

**2 Day and
3H + 3H eLearning
Optimize Digital
Experiences**


Build the activities that drive marketing site optimization. Employ best practices for managing these activities and making actionable decisions based on the results

**1 Day
Using Adobe Analytics
and Shared Audiences
with Adobe Target**

Achieve a complete, 360-degree understanding of customers to drive more relevant experiences for better engagement and improve ROI

**2 Day
Site Search &
Merchandising**

Improve conversion rates & respond intelligently to visitor requests. Simplify search optimization & increase order value



**Premium
Business User**

**2 Day and
3H + 3H eLearning
Optimize Digital
Experiences**

Build the activities that drive marketing site optimization. Employ best practices for managing these activities and making actionable decisions based on the results

**1 Day
Using Adobe Analytics
and Shared Audiences
with Adobe Target**

Achieve a complete, 360-degree understanding of customers to drive more relevant experiences for better engagement and improve ROI

**4 Hour
Automate Personalized
Experiences Using
Adobe Target**

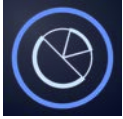
Leverage machine learning to automate personalized delivery to individuals and ensure that optimization efforts increase conversion and revenue

**1 Day
Premium
Recommendations**

Suggest the most popular and compelling products, articles, downloads, and other content to web site visitors

**2 Day
Site Search &
Merchandising**

Improve conversion rates & respond intelligently to visitor requests. Simplify search optimization & increase order value



Adobe Analytics Cloud: Audience Manager

Unlimited on-demand learning for Adobe Audience Manager – via All Access Learning Pass



Business User

1 Day

Organize and Build Audience Profiles

Discover how multiple data sources are used to create user profiles and audience segments to target new users. Learn how profile merge rules are used to enable cross device targeting.

1 Day

Enhance Audience Segmentation Using Adobe Analytics Cloud

Learn how you can leverage Adobe Analytics data within Adobe Audience Manager to better understand audience attribution and gain powerful audience insights.



Developer, Architect

1 Day

Organize and Build Audience Profiles

Discover how multiple data sources are used to create user profiles, audience segments, to target new users. Learn how profile merge rules are used to enable cross device targeting.

2 Day

Adobe Audience Manager Implementation

Successfully implement using the implementation workflow and techniques to manage the end-to-end deployment. Configure and execute each phase in the workflow.



Adobe Creative Cloud & More





*Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Creative

1 Day or 2 Hour eLearning


Enhance your workflow with CC Services

Photoshop  Essentials – 2 Day* Intermediate – 2 Day* Advanced – 2 Day*	Illustrator  Essentials – 2 Day* Intermediate – 2 Day* Advanced – 2 Day*	InDesign  Essentials – 2 Day* Intermediate – 2 Day* Advanced – 2 Day*	Premiere Pro  Essentials – 3 Day* Advanced – 2 Day*	After Effects  Essentials – 2 Day* Intermediate – 2 Day* Advanced – 2 Day*	Muse  Essentials – 2 Day*	Animate  Essentials – 2 Day*	Acrobat DC  Essentials – 2 Day*	Captivate  Essentials – 2 Day* Intermediate – 2 Day*
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User Experience (UX)

1 Day or 2 Hour eLearning

Enhance your workflow with CC Services

Photoshop  Essentials – 2 Day* Intermediate – 2 Day* Advanced – 2 Day*	Illustrator  Essentials – 2 Day* Intermediate – 2 Day* Advanced – 2 Day*
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Adobe Creative Cloud & More Cont.

*Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Film / DVA

1 Day or 2 Hour eLearning

Enhance your workflow with CC Services

Photoshop

Essentials – 2 Day*
Intermediate – 2 Day*
Advanced – 2 Day*

Premiere Pro

Essentials – 3 Da*y
Advanced – 2 Day*

After Effects

Essentials – 2 Day*
Intermediate – 2 Day*
Advanced – 2 Day*

Print & Publication

1 Day or 2 Hour eLearning

Enhance your workflow with CC Services

Photoshop

Essentials – 2 Day*
Intermediate – 2 Day*
Advanced – 2 Day*

Illustrator

Essentials – 2 Day*
Intermediate – 2 Day*
Advanced – 2 Day*

InDesign

Essentials – 2 Day*
Intermediate – 2 Day*
Advanced – 2 Day*

Acrobat DC

Essentials – 2 Day*

Web

1 Day or 2 Hour eLearning

Enhance your workflow with CC Services

Photoshop

Essentials – 2 Day*
Intermediate – 2 Day*
Advanced – 2 Day*

Illustrator

Essentials – 2 Day*
Intermediate – 2 Day*
Advanced – 2 Day*

Muse

Essentials – 2 Day*

Captivate

Essentials – 2 Day*
Intermediate – 2 Day*

General Pricing and Descriptions of Offerings

Offering	Description	Individual List Price	Enterprise List Price
All Access Learning Pass	12 months unlimited access to all public courses (live and on-demand). Team and Enterprise include Office Hours, Learning Action Plan, Summit Preconference Training, and more.	INDIVIDUAL: \$5,000 per named user TEAM: \$6,500 per named user	\$200,000 per Enterprise
eLearning	Self-paced web based training shipped to and hosted by customer at their location. Maintenance gives you access to available updates for all your eLearning courses within 1 year.		Tier A: \$8,000 ; up to 15 Users Tier B: \$20,000 ; up to 40 Users Tier C: \$48,500 ; up to 100 Users Tier D: \$90,000 ; Unlimited Users Maintenance: 15% of total eLearning
Public Classes	Classes offered at Adobe locations or offered virtually with a live instructor. Schedule of classes is available at adobe.com/training.html	\$900 per student per day of Digital Marketing training \$550 per student per day of Creative Cloud training	
Bank of Funds	Pre-purchase a "bank" of funds for public and private classes and eLearning. This is a flexible way to set aside funds that allow the customer to quickly and easily attend classes at just the right time.		

General Pricing and Descriptions of Offerings Cont.

Offering	Description	Individual List Price	Enterprise List Price
Onsite Private Course for Adobe Digital Marketing + Virtual Lab Extensions	<p>Adobe delivers private courses at customer locations for 7-12 students (depending on course).</p> <p>Let us work with you to precisely define a learning solution to meet your business and competence objectives.</p>	<p>1-Day Course: \$6,300; 2-Day Course: \$11,600 3-Day Course: \$16,900; 4-Day Course: \$22,200 5-Day Course: \$27,500</p> <p>Virtual Lab Extension: \$6,500 -- 2 weeks for up to 12 users</p>	
Onsite Private Course for Adobe Creative Cloud + Virtual Lab Extensions	<p>Virtual Lab Extensions: Extend your virtual lab access from class after training ends. (Available for Private Onsite and Virtual Private customers)</p>	<p>1-Day Course: \$3,850; 2-Day Course: \$6,900 3-Day Course: \$10,000; 4-Day Course: \$13,100 5-Day Course: \$16,155</p> <p>Virtual Lab Extension: \$6,500 -- 2 weeks for up to 12 users</p>	



Adobe