



Adobe® CQ 6®

AEM: Marketing Campaign Manager Developer

Duration: 1 Day | 8 Hrs



Know Tomorrow Today

Course Description:

This training will cover the following topics:

- MCM features overview
- Setting up brands and their campaigns
- Leads, lists, and newsletters
- MCM-related OSGi configurations
- Author/Publish systems
- Segmentation and related components
- Mail server integration
- External systems integration

Target audience:

This training is useful for those who wish to use AEM to control their multichannel marketing campaigns by orchestrating them across Web, mobile, mobile apps, social communities, social media, and more.

Objectives:

The objective of this training is to enable participants to create and manage campaigns on AEM platform. In addition to setting up and using MCM, participants will work on exercises related to important MCM configurations and do an in depth analysis on them. The course also covers enhancing MCM features and integrating external systems such as mail servers and CRM models.

Pre-Requisites:

- Adobe AEM developer training
- Understanding of Java and JavaScript
- Access to AEM author instance
- Access to a mail server (Gmail account or similar) and CRM Models

Agenda: Day 1

Morning Session (9 a.m. - noon)

- Campaign management
- Working with leads
- Working with lists
- Working with brands and campaigns
- Working with newsletters

Afternoon Session (1-5 p.m.)

- OSGi configuration
- MCM on a publisher instance
- Segmentation
- Subscribe/unsubscribe of newsletters
- Extending MCM
- Newsletter templates
- CRM integration

Start Learning Today

✉ ct@teknopoint.in

