



AEM: Marketing Campaign Manager Dev.



Course Duration: 1 Day

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

AEM Developers

Course 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.

Course Outline

Campaign management
Working with leads
Working with lists
Working with brands and campaigns
Working with newsletters
OSGi configuration
MCM on a publisher instance

Segmentation
Subscribe/unsubscribe of newsletters
Extending MCM
Newsletter templates
CRM integration

Course taken from Tekno Point - Specialists in Adobe Marketing Cloud and AEM Training in India - <http://teknopoint.in>
URL to Course: <http://teknopoint.in/course/aem-marketing-campaign-manager-dev/>