



# 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/>