This Learner Journey guide is for Adobe Partners. It provides a recommended learning path to certification which includes on-demand digital classroom options as well as instructor sessions which can be virtual or live, onsite or offsite. Most learning paths include Challenges which are scenario-based exercises designed to allow demonstration of a skill and hands-on practice. The learning paths provide guidance for on-the-job experience to ensure success and prepare for Adobe Certified Expert (ACE) Certification. To see understand the roles available, please take a look at the Role Definitions located at the end of this document.

**EXAMPLE PATH**

**PHASE I Training**
- On-demand Digital Classroom
- Instructor Sessions—Virtual, Offsite/Onsite, & Customizable

**PHASE II Practice**
- Challenge
- Job Shadowing with Mentor
- First Project Led by Mentor

**PHASE III Experience**
- Follow-on Projects
- Co-delivered with Mentor
- Independent Project Delivery
- Reverse Shadowing by Mentor

**PHASE IV Prep/Test**
- ACE Exam Guide
- ACE Certification Exam

Refer to the Levels and Benefits page on Adobe Solution Partner Portal.
Benefits include:
- Software
- Use cases
- Forums
- Office hours
- Webinars
- Implementation guides
- Training/Sandbox environments
- Technical documentation

Date Last Modified: 24-May-2021
Role Definitions

- On-demand
- Virtual/instructor-led
- In-person/instructor-led
- On-the-job
- Accreditation/ACE certification
- $ Associated cost

Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.

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Adobe Partner Learner Journey

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**Related Resources**
- Technical Documentation
- Adobe Experience Platform Community
- Additional Resources

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**MILESTONE**

**AEP QUALIFIED CREDENTIAL**

**PHASE I**

**Training**

**STEP 1**
- Adobe Experience Platform: Release for Tech
  - 3-4 hours

**STEP 2**
- Customer Journey Analytics: Technical Introduction
  - 1 hour

**STEP 3**
- Customer Journey Analytics: Features
  - 1 hour

**STEP 4**
- Real-time CDP Foundations for Technical
  - 1 hour

**STEP 5**
- Journey Orchestration: Configure and Test a Journey
  - 1-2 hours

**STEP 6**
- Adobe Experience Platform Exam

**OR**

- Getting Started with Adobe Experience Platform
  - 1 day $

**OR**

- Implement Application Services Powered by Adobe Experience Platform
  - 2 days $

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**Step 1**: Analytics: Foundations for Technical Sales
1-2 hours

**Step 2**: Multi-Solution Developer: Pre-work: Analytics
3 hours

**Step 3**: Adobe Sales & Demo Methodology, Tools & Assets
1-2 hour

**Step 4**: Technical Sales Workshop for Adobe Analytics
1 day

**Phase II Prep/Test**

**Step 5**: Adobe Analytics Technical Sales Demo Evaluation
Within 2 weeks post workshop

**Milestone**: Analytics Technical Sales Professional Accreditation

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**Related Resources**
- Technical Documentation
- Forums
- Additional Resources

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Adobe Partner Learner Journey

**Role Definitions**

- On-demand
- Virtual/instructor-led
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$ Associated cost

On-demand

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**Analytics**

**Audience**

- Manager
- Experience Manager
- Campaign Classic
- Target
- Advertising Cloud
- Experience Platform
- Developer
- Architect
- Technical Sales
- Business Practitioner
- Sales

**Phase I Training**

**Phase II Practice**

- Analytics Challenges*
  3-5 hours
- Job Shadowing with Mentor
- First Project Led by Mentor

**Phase III Experience**

- Follow-on Projects Co-delivered with Mentor
- Independent Project Delivery
- Reverse Shadowing by Mentor

**Phase IV Prep/Test**

- ACE Exam Guide: Developer
- ACE Certification Exam: Developer

**Milestone**

- Adobe Certified Expert - Adobe Analytics Developer

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

**Date Last Modified:** 24-May-2021

**Adobe Certified Professional - Adobe Analytics Developer**

**Analytics Implementation**

3 days $
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Adobe Partner Learner Journey

**PHASE I Training**

**STEP 1**
- AAM: Foundations for Business Practitioner
  - 2-3 hours

**STEP 2**
- AAM: Analyze and Optimize Segments
  - 2-3 hours

**STEP 3**
- AAM: Manage User Journey
  - 1-2 hours

**STEP 4**
- AAM: Overview & Best Practices on Publisher Domain
  - 3-4 hours

**STEP 5**
- Enhance Audience Segmentation Using Adobe Analytics Cloud
  - 1 day
  - $3

**STEP 6**
- AAM: Integration Series
  - 1 hour

**STEP 7**
- AAM: Advanced Features
  - 1 hour

**STEP 8**
- Launch Training & Resources
  - 1-2 hours

**PHASE II Practice**

**STEP 9**
- Audience Manager Challenges*
  - 4 hours

**STEP 10**
- Job Shadowing with Mentor

**STEP 11**
- First Project Led by Mentor

**PHASE III Experience**

**STEP 12**
- Follow-on Projects Co-delivered with Mentor

**STEP 13**
- Independent Project Delivery

**STEP 14**
- Reverse Shadowing by Mentor

**PHASE IV Prep/Test**

**STEP 15**
- ACE Exam Guide: Business Practitioner

**STEP 16**
- ACE Certification Exam: Business Practitioner

**MILESTONE**
- Adobe Certified Expert - Adobe Audience Manager Business Practitioner

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

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Adobe Partner Learner Journey

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**Related Resources**

- Technical Documentation
- Campaign Classic Community
- Additional Resources

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**PHASE I: Training**

**STEP 1**
- **Campaign Classic: Cross-channel Marketing Campaigns**
  - 5-6 hours

**STEP 2**
- **Campaign 6.1.1: Schema and Forms Management**
  - 2-3 hours

**STEP 3**
- **Campaign 6.1.1: Web Apps and Surveys**
  - 3-4 hours

**STEP 4**
- **Campaign 6.1.1: Data Management**
  - 3-4 hours

**STEP 5**
- **Campaign 6.1.1: Administration**
  - 4-5 hours

**STEP 6**
- **Campaign 6.1.1: Application Programming**
  - 2-3 hours

**STEP 7**
- **Campaign 6.1.1: Reporting**
  - 3-4 hours

**STEP 8**
- **Campaign 6.1.1: Message Center**
  - 1-2 hours

**PHASE II: Practice**

**STEP 1**
- **Design & Orchestrate Marketing Campaigns**
  - 3 days
  - $2

**STEP 2**
- **Develop and Customize Data Models**
  - 2 days
  - $2

**STEP 3**
- **Develop Web Applications & Surveys**
  - 1 day
  - $2

**STEP 4**
- **Manage Data & Workflows**
  - 2 days
  - $2

**STEP 5**
- **Configure & Manage Campaign Classic**
  - 1 day
  - $2

**STEP 6**
- **JavaScript Programming in Campaign Classic**
  - 1 day
  - $2

**STEP 7**
- **Build Reports In Campaign Classic**
  - 1 day
  - $2

**PHASE III: Experience**

**STEP 9**
- **Job Shadowing with Mentor**

**STEP 10**
- **First Project Led by Mentor**

**STEP 11**
- **Follow-on Projects Co-delivered with Mentor**

**STEP 12**
- **Independent Project Delivery**

**STEP 13**
- **Reverse Shadowing by Mentor**

**PHASE IV: Prep/Test**

**STEP 14**
- **ACE Exam Guide: Developer**
  - 2 hours

**STEP 15**
- **ACE Certification Exam: Developer**

**MILESTONE**
- Adobe Certified Professional – Adobe Campaign Classic Developer

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**Related Resources**

- Technical Documentation
- Campaign Classic Community
- Additional Resources
- Additional Learning

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**Related Resources**

- Technical Documentation
- Campaign Classic Community
- Additional Resources
- Additional Learning

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**Adobe Partner Learner Journey**

**Related Resources**
- Technical Documentation
- Forums
- Additional Resources

**Role Definitions**
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**Phase I: Training**
- Step 1: Campaign Standard: Overview
  - 7-8 hours
- OR
- Step 1: Campaign Standard: Technical Foundations for Business Practitioner
  - 3 hours

**Phase II: Practice**
- Step 4: Campaign Challenges*
  - 2 hours
- Step 5: Job Shadowing with Mentor
- Step 6: First Project Led by Mentor

**Phase III: Experience**
- Step 7: Follow-on Projects Co-delivered with Mentor
- Step 8: Independent Project Delivery
- Step 9: Reverse Shadowing by Mentor

**Phase IV: Prep/Test**
- Step 10: ACE Exam Guide: Business Practitioner
  - 2 hours
- Step 11: ACE Certification Exam: Business Practitioner

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**Milestone: Adobe Certified Expert - Adobe Campaign Standard Business Practitioner**

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**Adobe Partner Learner Journey**

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**PHASE I Training**

**STEP 1**
- **Campaign Standard: Overview**
  7-8 hours

**STEP 2**
- **Campaign Standard: Technical Foundations**
  5-6 hours

**OR**
- **Manage Workflows in Campaign Standard**
  1 day   $ 

**MILESTONE**
- Adobe Professional - Adobe Campaign Standard Developer

**PHASE II Practice**

**STEP 3**
- **Campaign Challenges**
  2 hours

**STEP 4**
- **Job Shadowing with Mentor**

**STEP 5**
- **First Project Led by Mentor**

**PHASE III Experience**

**STEP 6**
- **Follow-on Projects Co-delivered with Mentor**

**STEP 7**
- **Independent Project Delivery**

**STEP 8**
- **Reverse Shadowing by Mentor**

**PHASE IV Prep/Test**

**STEP 9**
- **ACE Exam Guide: Developer**
  2 hours

**STEP 10**
- **ACE Certification Exam: Developer**

**MILESTONE**
- Adobe Certified Expert - Adobe Campaign Standard Developer

*Challenges can be completed in conjunction with Phase I Training. Completion of Challenges makes you eligible for access to a Sandbox environment.*

**Related Resources**
- Technical Documentation
- Forums
- Additional Resources

**Date Last Modified:** 24-May-2021

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## Adobe Partner Learner Journey

### Role Definitions
- On-demand
- Virtual/instructor-led
- In-person/instructor-led
- On-the-job
- Accreditation/ACE certification
- $ Associated cost

### Related Resources
- Technical Documentation
- Forums
- Additional Resources

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### Phase I: Training**

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<tr>
<th>Step</th>
<th>Activity</th>
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<tr>
<td>1</td>
<td>Campaign Standard: Overview</td>
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<tr>
<td></td>
<td>7-8 hours</td>
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<tr>
<td>OR</td>
<td>Design &amp; Orchestrate Marketing Campaigns in Campaign Standard</td>
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<td></td>
<td>2 days $</td>
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<tr>
<td>2</td>
<td>Campaign Standard: Technical Foundations</td>
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<td></td>
<td>5-6 hours</td>
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<td>OR</td>
<td>Customize Campaign Standard</td>
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<td></td>
<td>2 days $</td>
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<tr>
<td></td>
<td>Manage Workflows in Campaign Standard</td>
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<td>1 day $</td>
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**Milestone**: Job Enabled

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### Phase II: Practice

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<td>3</td>
<td>Campaign Challenges*</td>
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<td>2 hours</td>
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<td>5</td>
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<td>6</td>
<td>Follow-on Projects Co-delivered with Mentor</td>
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<td>7</td>
<td>Independent Project Delivery</td>
</tr>
<tr>
<td>8</td>
<td>Reverse Shadowing by Mentor</td>
</tr>
</tbody>
</table>

*Challenges can be completed in conjunction with Phase I Training. Completion of Challenges makes you eligible for access to a Sandbox environment.

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### Phase III: Experience

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**Adobe Partner Learner Journey**

**STEP 1**
- **AEM Assets: Foundations for Technical Sales**
  - 1-2 hours

**STEP 2**
- **AEM 6.4: Technical Foundation Skills**
  - 7 hours

**STEP 3**
- **AEM as a Cloud Service: Overview for Technical Sales**
  - 1 hour

**STEP 4**
- **Adobe Sales & Demo Methodology, Tools & Assets**
  - 1-2 hours

**STEP 5**
- **Technical Sales Workshop for Adobe Experience Manager Assets**
  - 1 day

**STEP 6**
- **AEM Assets Technical Sales Demo Evaluation**
  - Within 2 weeks post workshop

**PHASE I Training**

**PHASE II Evaluation**

**STEP 1**
- **AEM Sites: Foundations for Technical Sales**
  - 1-2 hours

**STEP 2**
- **Multi-Solution Developer: Pre-work: AEM Sites**
  - 1-2 hours

**STEP 3**
- **AEM as a Cloud Service: Overview for Technical Sales**
  - 1 hour

**STEP 4**
- **Adobe Sales & Demo Methodology, Tools & Assets**
  - 1-2 hours

**STEP 5**
- **Technical Sales Workshop for Adobe Experience Manager Sites**
  - 1 day

**STEP 6**
- **AEM Sites Technical Sales Demo Evaluation**
  - Within 2 weeks post workshop

**Related Resources**
- Technical Documentation
- Forums
- Additional Resources

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Adobe Partner Learner Journey

**Role Definitions**
- On-demand
- Virtual/instructor-led
- In-person/instructor-led
- On-the-job
- Accreditation/ACE certification
- Associated cost

**On-demand**
- Technical Documentation
- Forums
- Additional Resources

**On-the-job**
- Accreditation/ACE certification

**Virtual/instructor-led**
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**Associated cost**
- $

**Experience Platform**
- Analytics
- Audience Manager
- Campaign Classic
- Campaign Standard
- Experience Manager
- Adobe Partner Learner Journey

**Advertising Cloud**
- Adobe Partner Learner Journey
- Related Resources

**Analytics**
- Analytics

**Audience Manager**
- Audience Manager

**Campaign Classic**
- Campaign Classic

**Campaign Standard**
- Campaign Standard

**Experience Manager**
- Experience Manager

**Magento Commerce**
- Magento Commerce

**Marketo Engage**
- Marketo Engage

**Target**
- Target

**SALES**
- SALES

**TECHNICAL SALES**
- TECHNICAL SALES

**BUSINESS PRACTITIONER**
- BUSINESS PRACTITIONER

**DEV/OPS ENGINEER**
- DEV/OPS ENGINEER

**FRONT-END DEVELOPER**
- FRONT-END DEVELOPER

**DEVELOPER**
- DEVELOPER

**ARCHITECT**
- ARCHITECT

**FORMS DEVELOPER**
- FORMS DEVELOPER

**SALES**
- SALES

**TECHNICAL**
- TECHNICAL

**BUSINESS**
- BUSINESS

**PRACTITIONER**
- PRACTITIONER

**DEV/OPS**
- DEV/OPS

**ENGINEER**
- ENGINEER

**FRONT-END**
- FRONT-END

**DEVELOPER**
- DEVELOPER

**ARCHITECT**
- ARCHITECT

**FORMS DEVELOPER**
- FORMS DEVELOPER

**PHASE I**
- Training**
- **PHASE II**
- Practice
- **PHASE III**
- Experience
- **PHASE IV**
- Prep/Test

**STEP 1**
- AEM: Technical Introduction
  - 1 hour

**STEP 2**
- AEM as a Cloud Service: Technical Introduction
  - 3-4 hours

**STEP 3**
- AEM: Let’s Get Started
  - 1-2 hours

**STEP 4**
- AEM: Author Websites
  - 3-4 hours

**OR**
- Create Web Experiences Using AEM
  - 2 days

**MILESTONE**
- Adobe Professional - Adobe Experience Manager Business Practitioner

**STEP 5**
- AEM Challenges*
  - 3 hours

**STEP 6**
- Job Shadowing with Mentor

**STEP 7**
- First Project Led by Mentor

**STEP 8**
- Follow-on Projects Co-delivered with Mentor

**STEP 9**
- Independent Project Delivery

**STEP 10**
- Reverse Shadowing by Mentor

**STEP 11**
- ACE Exam Guide: Business Practitioner
  - 2 hours

**STEP 12**
- ACE Certification Exam: Business Practitioner

**MILESTONE**
- Expert

**Adobe Certified Expert - Adobe Experience Manager Business Practitioner**

**Related Resources**
- Technical Documentation
- Forums
- Additional Resources

**Date Last Modified: 24-May-2021**
Adobe Partner Learner Journey

**PHASE I**
Training**

**STEP 1**
Adobe Experience Manager Front-End Developer
Recommended
11 hours

**STEP 2**
AEM 6.4: Back-end Development for Developer
4-5 hours
(Review videos; hands-on is optional)

**STEP 3**
AEM as a Cloud Service: Developing for AEM
4-5 hours
(Review videos; hands-on is optional)

**STEP 4**
AEM 6.4: SPA: Release for Tech
2-3 hours
(Review videos; hands-on is optional)

**STEP 5**
Administer & Securely Maintain AEM
3 days

**MILESTONE**
Adobe Professional - Adobe Experience Manager Dev/Ops

**PHASE II**
Practice

**STEP 6**
Job Shadowing with Mentor

**STEP 7**
First Project Led by Mentor

**PHASE III**
Experience

**STEP 8**
Follow-on Projects Co-delivered with Mentor

**STEP 9**
Independent Project Delivery

**STEP 10**
Reverse Shadowing by Mentor

**PHASE IV**
Prep/Test

**STEP 11**
ACE Exam Guide: Dev/Ops Engineer
2 hours

**STEP 12**
ACE Certification Exam: Dev/Ops Engineer

**Related Resources**
- Technical Documentation
- Forums
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### PHASE I - Training

**STEP 1**
- Adobe Experience Manager
  - Front-End Developer (Recommended)
  - 11 hours

**STEP 2**
- AEM 6.4: Back-end Development for Developer
  - 4-5 hours

**STEP 3**
- AEM as a Cloud Service: Developing for AEM
  - 4-5 hours

**STEP 4**
- AEM 6.4: SPA: Release for Tech
  - 2-3 hours

**MILESTONE**
- Adobe Professional - Adobe Experience Manager Back-End Developer

### PHASE II - Practice

**STEP 5**
- AEM Challenges*
  - 3 hours

**STEP 6**
- Job Shadowing with Mentor

**STEP 7**
- First Project Led by Mentor

### PHASE III - Experience

**STEP 8**
- Follow-on Projects Co-delivered with Mentor

**STEP 9**
- Independent Project Delivery

**STEP 10**
- Reverse Shadowing by Mentor

**STEP 11**
- ACE Exam Guide: Developer
  - 2 hours

**STEP 12**
- ACE Certification Exam: Developer

**MILESTONE**
- Adobe Certified Expert - Adobe Experience Manager Developer

### Related Resources
- Technical Documentation
- Forums
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**PHASE I**
**Training**

**STEP 1**
- AEM Architect Workshop
  - 3 days
  - $2

**MILESTONE**
- Job Enabled

**PHASE II**
**Practice**

**STEP 2**
- Job Shadowing with Mentor

**STEP 3**
- First Project Led by Mentor

**PHASE III**
**Experience**

**STEP 4**
- Follow-on Projects Co-delivered with Mentor

**STEP 5**
- Independent Project Delivery

**STEP 6**
- Reverse Shadowing by Mentor

**MILESTONE**
- Adobe Certified Master - Adobe Experience Manager Architect

**PHASE IV**
**Prep/Test**

**STEP 7**
- ACM Exam Guide: Architect
  - 2 hours

**STEP 8**
- ACM Certification Exam: Architect

**Date Last Modified:** 24-May-2021
Adobe Partner Learner Journey

**Phase I: Training**

1. AEM Forms Designer
   - 2 days
2. HTML Forms with AEM Forms Designer
   - 1 day
3. Introduction to AEM Forms Workbench
   - 1 day
4. AEM Forms Developer
   - 2 days
5. Advanced AEM Forms Developer
   - 2 days
6. AEM Forms Administrator
   - 3 days
7. Interactive Communications
   - 2 days

**Milestone:** Job Enabled

**Phase II: Practice**

8. Job Shadowing with Mentor
9. First Project Led by Mentor

**Phase III: Experience**

10. Follow-on Projects Co-delivered with Mentor
11. Independent Project Delivery
12. Reverse Shadowing by Mentor

**Milestone:** Adobe Certified Expert - Adobe Experience Manager Forms Developer

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**Role Definitions**

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Adobe Partner Learner Journey

Related Resources

- Technical Documentation
- Forums
- Developer Guides

**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**
Adobe Partner Learner Journey

Role Definitions
- On-demand
- Virtual/instructor-led
- In-person/instructor-led
- On-the-job
- Accreditation/ACE certification
- $ Associated cost

PHASE I
Training

** MILESTONE Job Enabled

STEP 1
● Magento 2: Intro for Business Users
  1-2 hours

STEP 2
● Magento Commerce Cloud for Developers
  24 hours

STEP 3
● Magento Security for Developers (Optional)
  24 hours

PHASE II
Practice

STEP 4
● Job Shadowing with Mentor

STEP 5
● First Project Led by Mentor

STEP 6
● Follow-on Projects Co-delivered with Mentor

STEP 7
● Independent Project Delivery

STEP 8
● Reverse Shadowing by Mentor

PHASE III
Experience

STEP 9
● Exam Study Guide: ACE – Magento Commerce Cloud Developer

STEP 10
● ACE – Magento Commerce Cloud Developer Exam

PHASE IV
Prep/Test

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- Associated cost

**On-demand**
- Technical Documentation
- Forums
- Developer Guides

**Virtual/instructor-led**
- Job Shadowing with Mentor
- First Project Led by Mentor
- Follow-on Projects Co-delivered with Mentor
- Independent Project Delivery
- Reverse Shadowing by Mentor

**In-person/instructor-led**
- Follow-on Projects Co-delivered with Mentor
- Independent Project Delivery
- Reverse Shadowing by Mentor

**On-the-job**
- Accreditation/ACE certification
- Associated cost

**Associated cost**
- $ on-demand
- $ Virtual/instructor-led
- $ In-person/instructor-led

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**PHASE I: Training**

**STEP 1**
- Front End Principles for Magento 2 Developers
- 24 hours

**STEP 2**
- Page Builder for Business Users (Optional)
- 8 hours

**STEP 3**
- Magento PWA for Developers (Optional)
- 24 hours

**STEP 4**
- Magento 2: Getting Started with JavaScript Development (Optional)
- 2-3 hours

**MILESTONE**
- Job Enabled

**PHASE II: Practice**

**STEP 5**
- Front End Principles for Magento 2 Developers
- 3 days

**STEP 6**
- First Project Led by Mentor

**PHASE III: Experience**

**STEP 7**
- Follow-on Projects Co-delivered with Mentor

**STEP 8**
- Independent Project Delivery

**STEP 9**
- Reverse Shadowing by Mentor

**PHASE IV: Prep/Test**

**STEP 10**
- Exam Study Guide: ACE – Magento Commerce Certified Front-End Developer

**STEP 11**
- ACE – Magento Commerce Certified Front-End Developer Exam

**MILESTONE**
- Adobe Certified Expert – Magento Commerce Front-End Developer

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**SALES**
- Business Practitioner
- Dev/Ops Admin
- Front-End Developer
- Back-End Developer
- Architect

**BUSINESS PRACTITIONER**
- Dev/Ops Admin
- Front-End Developer
- Back-End Developer
- Architect

**DEV/OPS**
- Front-End Developer
- Back-End Developer
- Architect

**FRONT-END DEVELOPER**
- Front-End Developer
- Back-End Developer
- Architect

**BACK-END DEVELOPER**
- Front-End Developer
- Back-End Developer
- Architect

**ARCHITECT**
- Front-End Developer
- Back-End Developer
- Architect

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**Phase I: Training**

**Step 1**
- **Fundamentals of Magento 2 Development**
  - 40 hours

**Step 2**
- **Magento Commerce: Cloud for Developers**
  - 24 hours

**Step 3**
- **Magento Security for Developers** (Optional)
  - 24 hours

**Step 4**
- **Fundamentals of Magento 2 Development Part 2** (Optional)
  - 16 hours

**Step 5**
- **Magento Order Management for Developers** (Optional)
  - 2-3 hours

**Step 6**
- **Magento 2: Getting Started with JavaScript Development** (Optional)
  - 2-3 hours

**Phase II: Practice**

**Step 7**
- **Magento 2 Development Essentials**
  - 5 days
  - $

**Step 8**
- **Magento Commerce Cloud for Developers**
  - 3 days
  - $

**Step 9**
- **Job Shadowing with Mentor**

**Step 10**
- **First Project Led by Mentor**

**Phase III: Experience**

**Step 11**
- **Follow-on Projects Co-delivered with Mentor**

**Step 12**
- **ACP - Magento Commerce Developer Exam**

**Step 13**
- **Job Shadowing with Mentor**

**Step 14**
- **First Project Led by Mentor**

**Step 15**
- **Reverse Shadowing by Mentor**

**Phase IV: Prep/Test**

**Step 16**
- **Exam Study Guide: Adobe Certified Professional - Magento Commerce Developer**

**Step 17**
- **ACE - Magento Commerce Developer Exam**

**Milestone:**
- Adobe Certified Professional – Magento Commerce Developer
- Adobe Certified Expert – Magento Commerce Cloud Developer

**Related Resources**
- Technical Documentation
- Forums
- Developer Guides

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Adobe Partner Learner Journey

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- On-the-job
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- $ Associated cost

**Associated cost**
- On-demand
- Virtual/instructor-led
- In-person/instructor-led

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**Analytics**
- Audience Manager
- Experience Manager
- Campaign Classic
- Campaign Standard

**SALES**
- Advertising Cloud
- Analytics
- Audience Manager
- Campaign Classic

**BUSINESS PRACTITIONER**
- Campaign Standard
- Experience Manager
- Magento Commerce

**DEV/OPS ADMIN**
- Front-end Developer
- Back-end Developer

**ARCHITECT**
- Adobe Certified Master – Magento Commerce

**PHASE I Training**

**STEP 1**
- Fundamentals of Magento 2 Development
  - 40 hours

**STEP 2**
- Magento Commerce: Cloud for Developers
  - 24 hours

**STEP 3**
- Magento Security for Developers (Optional)
  - 24 hours

**STEP 4**
- Fundamentals of Magento 2 Development Part 2 (Optional)
  - 16 hours

**STEP 5**
- Magento Order Management for Developers (Optional)
  - 2-3 hours

**STEP 6**
- Magento 2: Getting Started with JavaScript Development (Optional)
  - 2-3 hours

**PHASE II Practice**

**STEP 7**
- Magento 2 Development Essentials
  - 5 days

**STEP 8**
- First Project Led by Mentor

**PHASE III Experience**

**STEP 9**
- Follow-on Projects Co-delivered with Mentor

**STEP 10**
- Independent Project Delivery

**STEP 11**
- Reverse Shadowing by Mentor

**PHASE IV Prep/Test**

**STEP 12**
- Exam Study Guide: ACM – Magento Commerce Architect

**STEP 13**
- Adobe Certified Master – Magento Commerce Architect

**Related Resources**
- Technical Documentation
- Forums
- Developer Guides

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- Accreditation/ACE certification
- Associated cost

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- Forums
- Additional Resources

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Adobe Partner Learner Journey

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- On-the-job
- Accreditation/ACE certification

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- Additional Resources

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Adobe Partner Learner Journey

Related Resources

- Technical Documentation
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Role Definitions

- On-demand
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PHASE I

Training**

STEP 1

Target: Partner Sales Accreditation
1-2 hours

MILESTONE

Sales Accreditation

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Adobe Partner Learner Journey

Related Resources

- Technical Documentation
- Forums
- Additional Resources

Role Definitions

- On-demand
- Virtual/instructor-led
- In-person/instructor-led
- On-the-job
- Accreditation/ACE certification
- Associated cost

Associated cost

On-demand
On-the-job
Virtual/instructor-led
In-person/instructor-led

Accreditation/ACE certification
Associated cost

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Adobe Partner Learner Journey

**Phase I**: Training

**Step 1**: Target: Technical Foundations
14-15 hours

**Step 2**: Target: Automated Personalization
1-2 hours

**Step 3**: Leverage Experience Cloud Audiences with Adobe Target
1 day

**Step 4**: Target: Recommendations: Personalize Dynamic Content
2-3 hours

**OR**

**Step 4**: Personalize Dynamic Content Using Adobe Target Recommendations
1 day

**Phase II**: Practice

**Step 5**: Target Challenges*
3 hours

**Step 6**: Job Shadowing with Mentor

**Step 7**: First Project Led by Mentor

**Phase III**: Experience

**Step 8**: Follow-on Projects Co-delivered with Mentor

**Step 9**: Independent Project Delivery

**Step 10**: Reverse Shadowing by Mentor

**Phase IV**: Prep/Test

**Step 11**: ACE Exam Guide: Business Practitioner
2 hours

**Step 12**: ACE Certification Exam: Business Practitioner
2 hours

**Milestone**: Adobe Certified Expert - Adobe Target Business Practitioner

*Challenges can be completed in conjunction with Phase I Training

**Related Resources**
- Technical Documentation
- Forums
- Additional Resources

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Date Last Modified: 24-May-2021
PHASE I
Training**

STEP 1
• Target: Technical Foundations
  14-15 hours

STEP 2
• Target: Automated Personalization
  1-2 hours

STEP 3
• Target: Implementation Fundamentals
  3-4 hours

STEP 4
• Target: Client-side Implementation
  2-3 hours

STEP 5
• Target: Mobile App Personalization
  2-3 hours

STEP 6
• Target: Recommendations: Personalize Dynamic Content
  2-3 hours

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Related Resources
- Technical Documentation
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Date Last Modified: 24-May-2021
## Role Definitions

### Sales
- Defines initial scope
- Coordinates contracts
- Can provide demos of software
- Periodically works with business team to reassess needs

### Technical Sales
- Performs customized demos
- Describes value drivers of a Solution
- Discusses competitive advantages of a Solution
- Explains Solution architecture including integration points

### Business Practitioner
- Possesses expertise in usage of the relevant Adobe applications
- Identifies business requirements
- Advises clients on optimal product utilization

### Analyst
- Interprets, analyzes, and reports on the outcomes of tests, activities or campaigns
- Translates reports into recommendations for action and ROI-based insights

### Dev-Ops / Engineer
- Oversees day-to-day maintenance of an installation including backups
- Ensures security
- Performs system optimization

### Front-end Developer
- Builds custom websites and components focused on user experience
- Debugs and troubleshoots website development

### Back-end Developer
- Executes technical implementation
- Integrates external systems
- Builds business logic

### Developer
- Executes technical implementation
- Integrates external systems
- Writes solution specific code
- Builds workflows and components

### Forms Developer
- Applies procedural concepts for developing Javascript code for form experiences
- Implements form sets and builds adaptive forms
- Designs templates given UX requirements
- Performs workflow implementation

### Architect
- Translates KPIs and high-level metric requirements
- Designs detailed implementation plan
- Works with client’s technical team to configure and deploy products
- Understands how external systems fit with this implementation