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

MILESTONE
Professional

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: 13-Sep-2021
**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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Sales Business Practitioner - DSP

- Advertising Cloud: Partner Sales Accreditation
  - 1 hour

Sales Accreditation

Sales Business Practitioner - Search

- Related Resources:
  - Technical Documentation
  - Forums
  - Additional Resources

Date Last Modified: 13-Sep-2021
### Related Resources

- Technical Documentation
- Forums
- Additional Resources

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Adobe Partner Learner Journey

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### Phase I: Training**

**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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**Phase I**

**Training**

**Step 1**

- **Milestone:**
  - Audience Manager: Partner Sales Accreditation
  - 1-2 hours

**Related Resources**
- Technical Documentation
- Forums
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Adobe Partner Learner Journey

PHASE I

**Training**

1. Campaign Classic: Cross-channel Marketing Campaigns 5-6 hours
2. Campaign 6.1.1: Web Apps and Surveys 3-4 hours
3. Campaign 6.1.1: Administration for Business Practitioner 4-5 hours
4. Campaign 6.1.1: Data Management 3-4 hours
5. Campaign 6.1.1: Message Center 1 hour

**OR**

- Design & Orchestrate Marketing Campaigns
- Develop Web Applications & Surveys
- Configure and Manage
- Manage Data & Workflows

PHASE II

**Practice**

6. Job Shadowing with Mentor
7. First Project Led by Mentor
8. Adobe Certified Professional – Adobe Campaign Classic

PHASE III

**Experience**

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

MILESTONE

- Adobe Certified Professional – Adobe Campaign Classic Business Practitioner

PHASE IV

**Prep/Test**

12. ACE Exam Guide: Business Practitioner 2 hours
13. ACE Certification Exam: Business Practitioner

MILESTONE

- Adobe Certified Expert - Adobe Campaign Classic Business Practitioner

Related Resources

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

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ADOBE PARTNER LEARNER JOURNEY

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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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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

---

**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

---

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

**Date Last Modified: 13-Sep-2021**
## Adobe Partner Learner Journey

### Role Definitions

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

### Related Resources

- Technical Documentation
- Forums
- Additional Resources

**Date Last Modified: 13-Sep-2021**

### Experience Platform

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<thead>
<tr>
<th>Experience Platform</th>
<th>Advertising Cloud</th>
<th>Analytics</th>
<th>Audience Manager</th>
<th>Campaign Classic</th>
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<td>SALES</td>
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<td>DEV/OPS ENGINEER</td>
<td>FRONT-END DEVELOPER</td>
<td>DEVELOPER</td>
<td>ARCHITECT</td>
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### AEM: Assets

**PHASE I Training**

**STEP 1**
- AEM: Foundations: Sales Accreditation 2-3 hours

**STEP 2**
- AEM Assets: Sales Accreditation 1-2 hours

**MILESTONE**
- Sales Accreditation

### AEM: Sites

**PHASE I Training**

**STEP 1**
- AEM: Foundations: Sales Accreditation 2-3 hours

**STEP 2**
- AEM Sites: Sales Accreditation 1-2 hours

**MILESTONE**
- Sales Accreditation

### AEM: Forms

**PHASE I Training**

**STEP 1**
- AEM: Foundations: Sales Accreditation 2-3 hours

**STEP 2**
- AEM Forms: Sales Accreditation 1-2 hours

**MILESTONE**
- Sales Accreditation

**SALES TECHNICAL**

- SALES
- TECHNICAL
- BUSINESS
- PRACTITIONER
- DEV/OPS
- ENGINEER
- FRONT-END
- DEVELOPER
- ARCHITECT
- FORMS
- DEVELOPER
**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**

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**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

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Adobe Partner Learner Journey

**PHASE I**

**Training**

**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

**STEP 5**
- Adobe Experience Manager: Use Cloud Acceleration Manager
  - 1-2 hours

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

**PHASE II**

**Practice**

**STEP 6**
- AEM Challenges*
  - 3 hours

**STEP 7**
- Job Shadowing with Mentor

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

*Challenges can be completed in conjunction with Phase I Training

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

**STEP 13**
- ACE Certification Exam: Business Practitioner

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

**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

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Adobe Partner Learner Journey

**Technical Documentation**
- On-demand
- Virtual/instructor-led
- In-person/instructor-led

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

**Additional Resources**
- Associated cost

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**Role Definitions**

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**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

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**Experience Platform**

- Experience Manager
- Audience Manager
- Campaign Classic
- Campaign Standard

**Advertising Cloud**

- Analytics

**Analytics**

- Audience Manager
- Campaign Classic
- Campaign Standard

**Dev/Ops Engineer**

- Experience Manager
- Adobe Certified Expert - Adobe Experience Manager Dev/Ops Engineer

**SALES**

- Sales
- Technical Sales

**BUSINESS PRACTITIONER**

- Business Practitioner

**DEV/OPS ENGINEER**

- Dev/Ops Engineer
- Front-End Developer

**FRONT ENTRprise**

- Developer
- Architect

**FORMS DEVELOPER**

- Forms Developer

---

**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 $ nut

**Milestone:** Adobe Professional - Adobe Experience Manager Dev/Ops

---

**Phase II**

**Practice**

- **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

---

**Phase III**

**Experience**

- **Step 11:** ACE Exam Guide: Dev/Ops Engineer 2 hours
- **Step 12:** ACE Certification Exam: Dev/Ops Engineer

**Milestone:** Adobe Certified Expert - Adobe Experience Manager Dev/Ops Engineer

---

**Phase IV**

**Prep/Test**

**Milestone:** Adobe Certified Expert - Adobe Experience Manager Dev/Ops Engineer

---

**Recommended**

- 11 hours
- 4-5 hours
- 4-5 hours
- 2-3 hours
- 3 days $ nut
- 3 days $ nut

**Recommended**

- Adobe Certified Expert - Adobe Experience Manager Dev/Ops

---

**SALES**

- Sales
- Technical Sales

**BUSINESS PRACTITIONER**

- Business Practitioner

**DEV/OPS ENGINEER**

- Dev/Ops Engineer
- Front-End Developer

**FRONT ENTRprise**

- Developer
- Architect

**FORMS DEVELOPER**

- Forms Developer

---

**Recommended**

- 11 hours
- 4-5 hours
- 4-5 hours
- 2-3 hours
- 3 days $ nut
- 3 days $ nut

---

**Recommended**

- Adobe Certified Expert - Adobe Experience Manager Dev/Ops

---

**Technical Documentation**

- Forums
- Additional Resources

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**Date Last Modified:** 13-Sep-2021
**Adobe Partner Learner Journey**

**PHASE I: Training**

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<thead>
<tr>
<th>STEP</th>
<th>Activity</th>
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<tr>
<td>1</td>
<td>AEM: Technical Introduction 1 hour</td>
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<tr>
<td>2</td>
<td>AEM as a Cloud Service: Technical Introduction 3-4 hours</td>
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<td>3</td>
<td>AEM: Let's Get Started 1-2 hours</td>
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<td>AEM: Author Websites 3-4 hours</td>
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<td>5</td>
<td>AEM as a Cloud Service: Working with Adobe Cloud Manager 6-7 hours</td>
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<td>6</td>
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**MILESTONE**

Adobe Professional - Adobe Experience Manager Front-End Developer

**PHASE II: Practice**

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<tr>
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<td>AEM Challenges* 3 hours</td>
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<td>Job Shadowing with Mentor</td>
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<td>First Project Led by Mentor</td>
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</table>

*Challenges can be completed in conjunction with Phase I Training*

**PHASE III: Experience**

<table>
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<tr>
<th>STEP</th>
<th>Activity</th>
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<tr>
<td>11</td>
<td>Follow-on Projects Co-delivered with Mentor</td>
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<tr>
<td>12</td>
<td>Independent Project Delivery</td>
</tr>
<tr>
<td>13</td>
<td>Reverse Shadowing by Mentor</td>
</tr>
</tbody>
</table>

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

**Role Definitions**

- On-demand
- Virtual/instructor-led
- In-person/instructor-led
- 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.**
Adobe Partner Learner Journey

**Role Definitions**

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

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

### Advertising Cloud
- Experience Platform
- Advertising
- Analytics
- Audience Manager
- Campaign Classic
- Campaign Standard

### Technical Documentation
- On-demand
- Virtual/instructor-led
- In-person/instructor-led
- Accreditation/ACE certification
- Associated cost

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

**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
- OR **STEP 2**: Extend & Customize AEM 3 days $
- **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
- **STEP 8**: Follow-on Projects Co-delivered with Mentor
- **STEP 9**: Independent Project Delivery
- **STEP 10**: Reverse Shadowing by Mentor

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

### PHASE III

**Experience**
- **STEP 11**: ACE Exam Guide: Developer 2 hours
- **STEP 12**: ACE Certification Exam: Developer

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

### PHASE IV

**Prep/Test**

**STEP 13**: Adobe Certified Expert - Adobe Experience Manager Developer

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

**Date Last Modified**: 13-Sep-2021

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Adobe Partner Learner Journey

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**PHASE I**
Training

**PHASE II**
Practice

**PHASE III**
Experience

**PHASE IV**
Prep/Test

**MILESTONE**
Job Enabled

**STEP 1**
Managing Your Magento 2 Store
10-11 hours

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

**STEP 3**
Magento B2B for Business Users (Optional)
8 hours

**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

**STEP 9**
Exam Study Guide: ACE Magento Commerce Business Practitioner

**STEP 10**
ACE – Magento Commerce Business Practitioner Exam

**MILESTONE**
Adobe Certified Expert – Magento Commerce Business Practitioner

**Related Resources**

- Technical Documentation
- Forums
- Developer Guides

Date Last Modified: 13-Sep-2021
**Adobe Partner Learner Journey**

**PHASE I**
- **Training**
  - **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
- **MILESTONE**
  - Job Enabled

**PHASE II**
- **Practice**
  - **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**
    - Exam Study Guide: ACE – Magento Commerce Cloud Developer
  - **STEP 10**
    - ACE – Magento Commerce Cloud Developer Exam

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

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

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**Adobe Partner Learner Journey**

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

**Role Definitions**

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

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

**STEP 8**
- ACP – Magento Commerce Developer Exam

**STEP 9**
- Job Shadowing with Mentor

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

**MILESTONE**
Adobe Certified Professional – Magento Commerce Developer

**PHASE III Experience**

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

**STEP 12**
- Adobe Certified Expert – Magento Commerce Cloud Developer Exam

**STEP 13**
- Independent Project Delivery

**MILESTONE**
Adobe Certified Expert – Magento Commerce Cloud Developer

**PHASE IV Prep/Test**

**STEP 14**
- Reverse Shadowing by Mentor

**STEP 15**
- Adobe Certified Expert – Magento Commerce Developer

**MILESTONE**
Adobe Certified Expert – Magento Commerce Developer

**STEP 16**
- Exam Study Guide: ACE – Magento Commerce Developer

**STEP 17**
- ACE – Magento Commerce Developer Exam

**SALES**

**BUSINESS PRACTITIONER**

**DEV/OPS ENGINEER**

**FRONT-END DEVELOPER**

**BACK-END DEVELOPER**

**TARGET**

**Experience Platform**

**Advertising Cloud**

**Analytics**

**Audience Manager**

**Campaign Classic**

**Campaign Standard**

**Experience Manager**

**Magento Commerce**

**Market Engage**

**Target**

**SALES**

**BUSINESS PRACTITIONER**

**DEV/OPS ENGINEER**

**FRONT-END DEVELOPER**

**BACK-END DEVELOPER**

**TARGET**

**FUNDAMENTALS OF MAGENTO 2 DEVELOPMENT**

**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

**EXPERIENCE MANAGEMENT**

**AUDIENCE MANAGER**

**CAMPAIGN CLASSIC**

**CAMPAIGN STANDARD**

**EXPERIENCE MANAGER**

**Magento Commerce**

**MARKETING ENGAGE**

**TARGET**

**MILESTONE**
Adobe Certified Professional – Magento Commerce Developer

**MILESTONE**
Adobe Certified Expert – Magento Commerce Cloud Developer

**ASSOCIATED COST**

**ON-DEMAND**

**VIRTUAL/INSTRUCTOR-LED**

**IN-PERSON/INSTRUCTOR-LED**

**ON-THE-JOB**

**ACREDITATION/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.**
Adobe Partner Learner Journey

**Phases and Steps**

**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 $1
- **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:** Job Shadowing with Mentor
- **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

**Milestone:** Adobe Certified Master – Magento Commerce Architect

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

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

Date Last Modified: 13-Sep-2021
**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**

**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

**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**

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

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

**SALES**

**PHASE I Training**
- **STEP 1** The Fundamentals 14-15 hours
- **STEP 2** Core Concepts 13-14 hours
- **STEP 3** Product Adoption 11-12 hours
- **STEP 4** Administration 1-2 hours
- **STEP 5** Consultative Accelerator Bootcamp (optional) 3 Days $

**PHASE II Practice**
- **STEP 6** Job Shadowing with Mentor
- **STEP 7** MCE Accelerator Bootcamp 5 days $

**PHASE III Experience**
- **STEP 8** Follow-on Projects Co-delivered with Mentor
- **STEP 9** First Project Led by Mentor
- **STEP 10** Reverse Shadowing by Mentor

**PHASE IV Prep/Test**
- **STEP 11** MCE Certification Exam: Business Practitioner
- **STEP 12** Marketo Engage Master Certification Guide
- **STEP 13** MCSA Prep Workshop 2 days
- **STEP 14** Marketo Engage Master Architect 1 ½ hour Interview

**MILESTONE**
- Job Enabled
- Adobe Certified Master Marketo Engage Architect

**MILESTONE**
- Job Enabled
- Adobe Certified Master Marketo Engage Architect

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

**On-the-job**

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**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

**MILESTONE**
- Adobe Professional - Adobe Target Business Practitioner

---

**PHASE II**

**Practice**

**STEP 5**
- Fundamentals of Adobe Target
  - 1 day

**OR**

**STEP 6**
- Personalize and Automate with Adobe Target
  - 1 day

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

**STEP 8**
- Target Challenges*
  - 3 hours

**STEP 9**
- Job Shadowing with Mentor

**STEP 10**
- Reverse Shadowing by Mentor

*Challenges can be completed in conjunction with Phase I Training

**MILESTONE**

Adobe Professional - Adobe Target Business Practitioner

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**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

---

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

**Metadata:**
- Date Last Modified: 13-Sep-2021

**Role Definitions**
- On-demand
- Virtual/instructor-led
- In-person/instructor-led
- Accreditation/ACE certification

**Cost:**
- On-the-job
- Associated cost

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Adobe Partner Learner Journey

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### Connected Learning Pathways

**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

**MILESTONE**
- Job Enabled

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**PHASE II**

**Practice**

**STEP 7**
- Fundamentals of Adobe Target
  - 1 day $S

**STEP 8**
- Personalize and Automate with Adobe Target
  - 1 day $S

**STEP 9**
- Job Shadowing with Mentor

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

**STEP 11**
- Personalize Dynamic Content Using Adobe Target Recommendations
  - 1 day $S

**STEP 12**
- Job Enabled

---

**PHASE III**

**Experience**

**STEP 13**
- Follow-on Projects Co-delivered with Mentor

**STEP 14**
- Independent Project Delivery

**STEP 15**
- Reverse Shadowing by Mentor

**MILESTONE**
- Adobe Certified Master-Adobe Target Architect

---

**PHASE IV**

**Prep/Test**

**STEP 16**
- ACM Exam Guide: Architect
  - 2 hours

**STEP 17**
- ACM Certification Exam: Architect

**MILESTONE**
- Adobe Certified Master-Adobe Target Architect

---

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources
### Role Definitions

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<th>Experience Platform</th>
<th>Advertising Cloud</th>
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<th>Audience Manager</th>
<th>Campaign Classic</th>
<th>Campaign Standard</th>
<th>Experience Manager</th>
<th>Magento Commerce</th>
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</table>

| 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 |                |                   |           |                  |                  |                   |                    |                 |               |        |

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

| 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 |                |                   |           |                  |                  |                   |                    |                 |               |        |