IBM Enterprise Marketing Management

IBM Marketing Operations Technical User / Developer Training

Role
A Technical User/Developer installs and configures the IBM Marketing Operations application and supporting software in their organization's IT infrastructure, supports users, and often extends functionality into the installed environment or maintains interfaces between IBM Marketing Operations software and outside systems.

Assumptions
It is assumed that the individual following the training path has basic skills in the following areas:
- Working knowledge of underlying operating system platforms
- Working familiarity with SQL database platforms and Web applications

START HERE...

IBM Marketing Operations 9.x: Marketing Contributor
9U11G
Instructor-led (1 day)
Self-paced virtual class (1 day)

IBM Marketing Operations 9.x: Project Manager
9U12G
Instructor-led (2 days)
Self-paced virtual class (2 days)

IBM Marketing Operations Administration 9.x
9U13G
Instructor-led (2 days)
Self-paced virtual class (2 days)

Watson Customer Engagement Expert Arena (SPVC)
9U36G
Self-paced virtual class