



IBM Software Training

IBM Enterprise Marketing Management

IBM Campaign Technical User/Administrator Training

Role

A Technical User/Developer installs and configures the IBM Campaign 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 Campaign software and outside systems.

Assumptions

An individual following this training path should have basic skills in the following areas:

- Working knowledge of underlying operating system platforms
- Working familiarity with SQL database platforms and Web applications

Objectives

After completing this training, students should be able to:

- Describe the core product family and architecture
- Complete end-user tasks using the features and functions of IBM Campaign
- Execute administrative tasks and functions, including security, reports administration, table mapping, performance, and reports administration
- Complete a basic installation of the IBM Marketing Platform, IBM Campaign, and IBM Reports



