



# Adobe Digital Learning Services

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## Learning Paths



# Adobe Experience Cloud, Adobe Experience Platform



## Adobe Experience Cloud

(v)ILT = virtual or in person instructor-led training



All Roles



(v)ILT

4 Day  
[Maximize Adobe Experience Cloud Solutions Workshop\\*](#)

\* Learning Subscription Ineligible

## Adobe Experience Platform



Developer,  
System  
Administrator



(v)ILT

1 Day  
[Getting Started with Adobe Experience Platform](#)

1 Day  
[Discover Adobe Experience Platform Launch](#)





# Adobe Marketing Cloud: Experience Manager – Sites



\* Mandatory for given role

(v)ILT = virtual or in person instructor-led training



**Business User**  
(Author)



Skills Assessments

[AEM Sites Author](#)

[AEM Power User](#)



(v)ILT or eLearning

2 Day  
[Create Web Experiences\\*](#)



(v)ILT

Include if Power User:  
2 Day  
[Develop Global Websites](#)



vLabs

Virtual Labs



On-Demand

AEM courses for Business Practitioner (Learning Subscription holders only)  
[Experience Manager Tutorials](#) (Free for all users)



**System Administrator**



Skills Assessments

[AEM Sys Admin](#)



(v)ILT

3 Day  
[Administer and Securely Maintain\\*](#)

3 Day  
[AEM Architect Workshop](#)

2 Day  
[Develop Global Websites](#)



vLabs

Virtual Labs



On-Demand

AEM Courses for Administrators (Learning Subscription holders only)  
[Experience Manager Tutorials](#) (Free for all users)



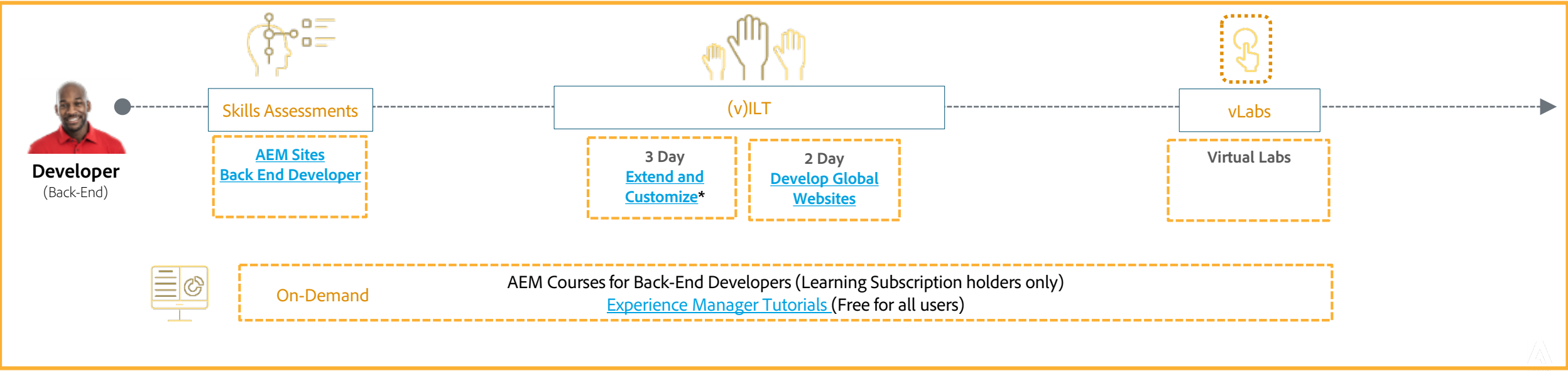
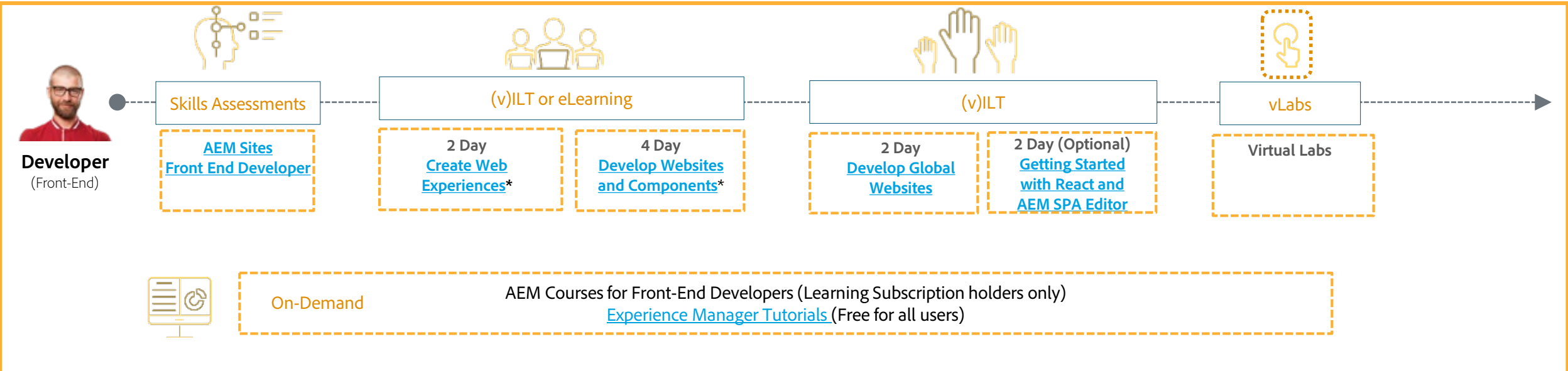


# Adobe Marketing Cloud: Experience Manager – Sites



\* Mandatory for given role

(v)ILT = virtual or in person instructor-led training





# Adobe Marketing Cloud: Experience Manager – Sites

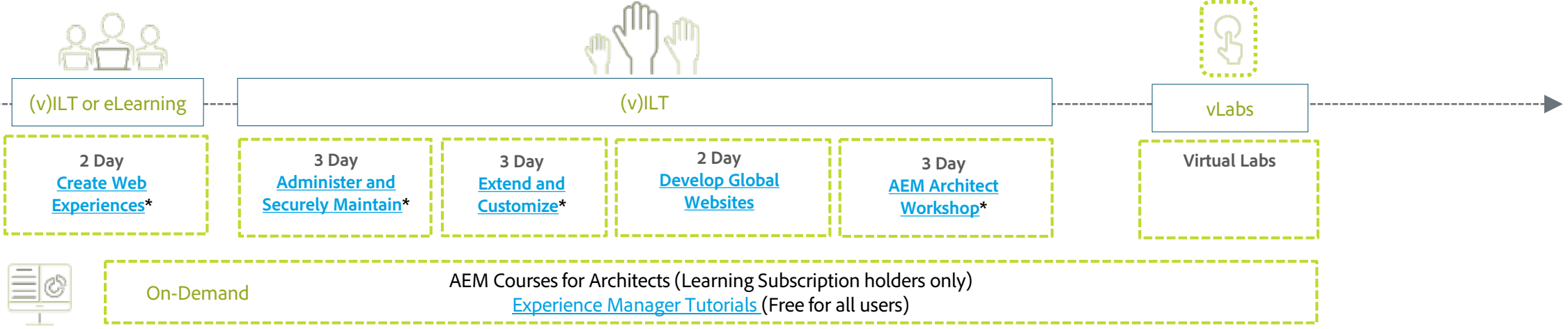


\* Mandatory for given role

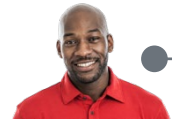
(v)ILT = virtual or in person instructor-led training



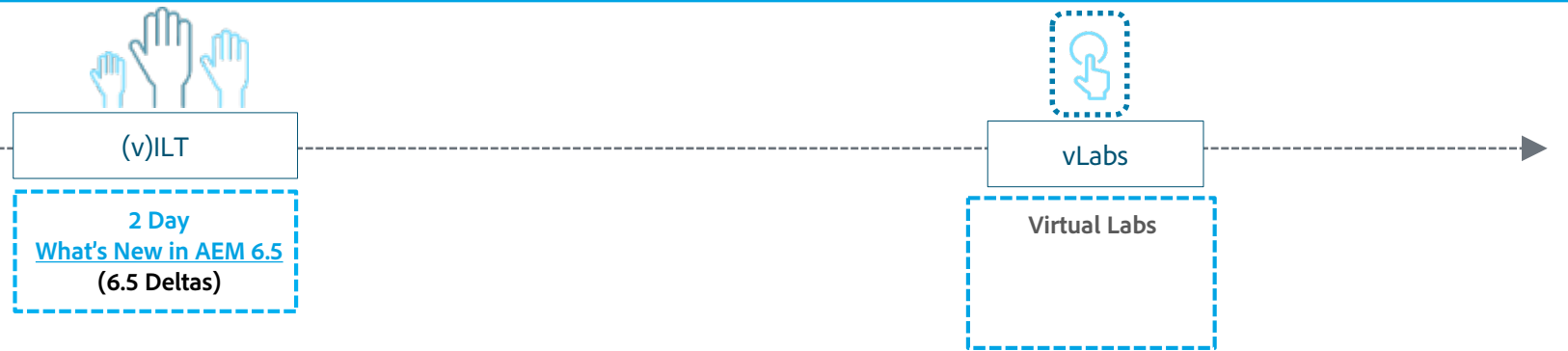
Architect



# Adobe Marketing Cloud: Experience Manager – Upgrading Customers



All Users

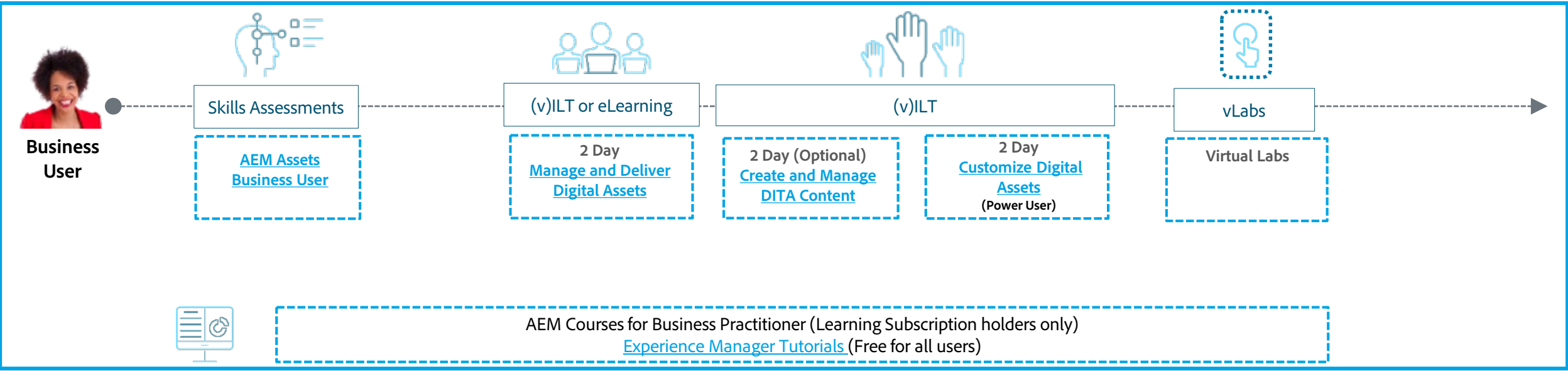




# Adobe Marketing Cloud: Experience Manager – Assets

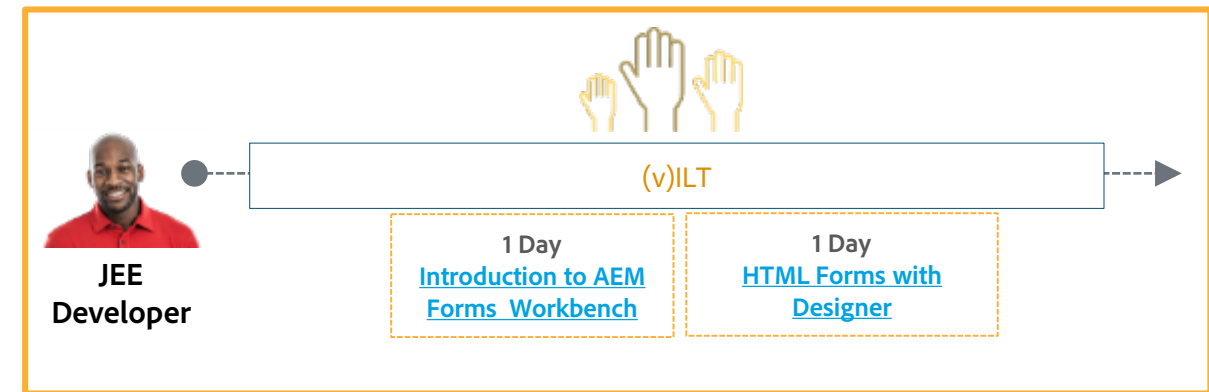
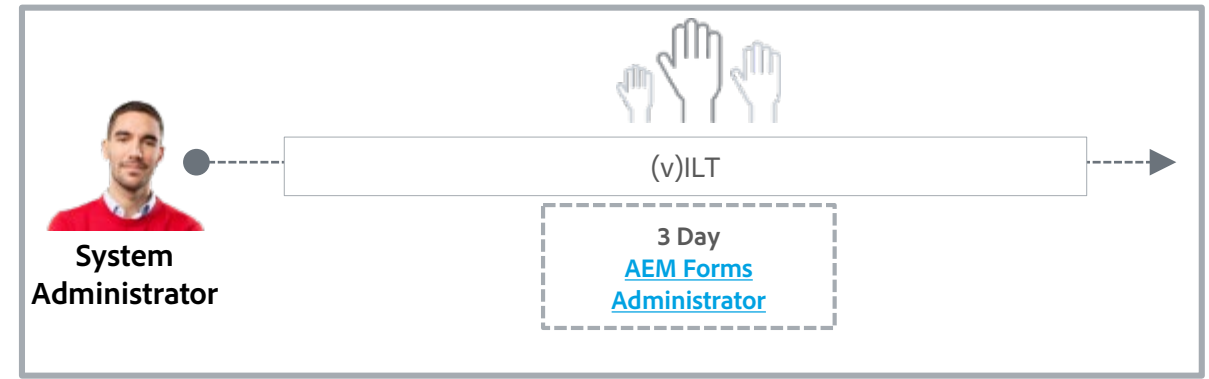
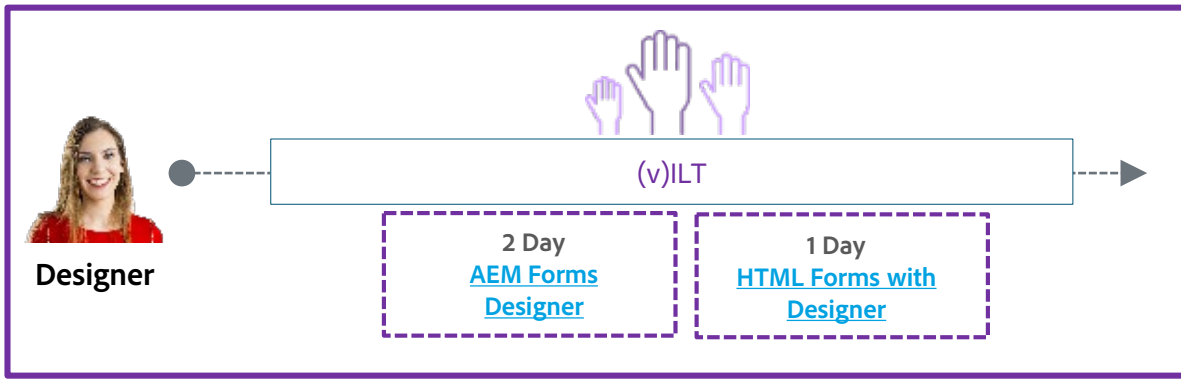


(v)ILT = virtual or in person instructor-led training



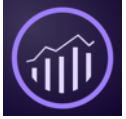


# Adobe Marketing Cloud: Experience Manager – Forms



AEM Courses for Administrators (Learning Subscription holders only)  
[Experience Manager Tutorials](#) (Free for all users)



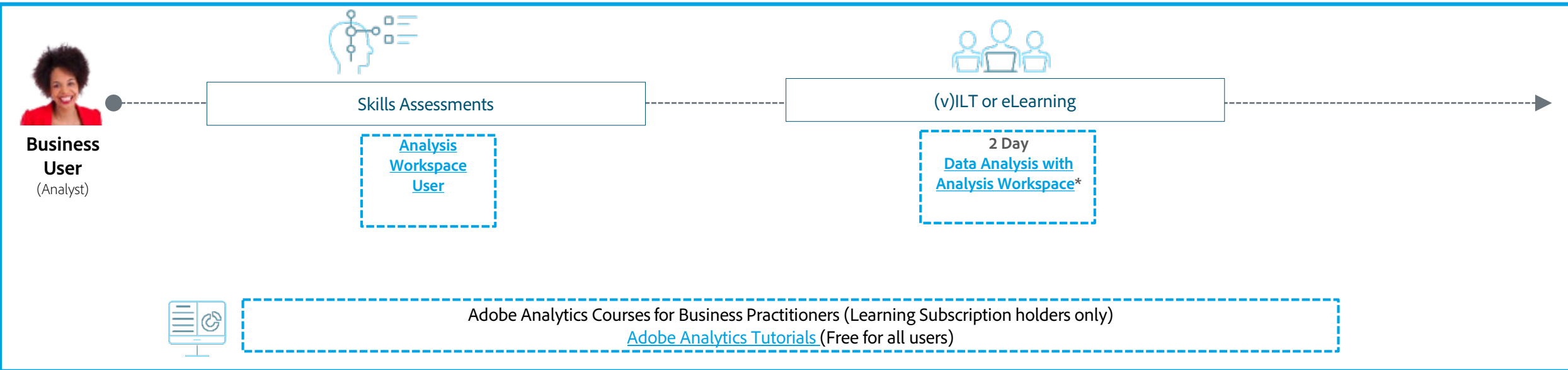


# Adobe Analytics Cloud: **Analytics**



\* Mandatory for given role

(v)ILT = virtual or in person instructor-led training







# Adobe Analytics Cloud: **Analytics**



(v)ILT = virtual or in person instructor-led training



Developer



Skills Assessments

[Analytics Implementation](#)



(v)ILT

3 Day [Analytics Implementation](#)

3 Day [Implement Adobe Analytics for Video and Audio](#)



Adobe Analytics Courses for Developers and Administrators (Learning Subscription holders only)  
[Adobe Analytics Tutorials](#) (Free for all users)



System Administrator



Skills Assessments

[Reports & Analytics Advanced Features and Tools](#)



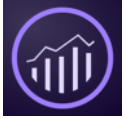
(v)ILT

1 Day [Configure Adobe Analytics](#)



Adobe Analytics Courses for Developers and Administrators (Learning Subscription holders only)  
[Adobe Analytics Tutorials](#) (Free for all users)





# Adobe Analytics Cloud: Analytics – Data Workbench



(v)ILT = virtual or in person instructor-led training



Business User



(v)ILT

4 Day  
[Data Workbench Analyst ACE](#)

3 Day  
[Data Workbench Advanced Analyst](#)



Developer, Architect



(v)ILT

4 Day  
[Data Workbench Analyst ACE](#)

5 Day  
[Data Workbench Architect ACE](#)

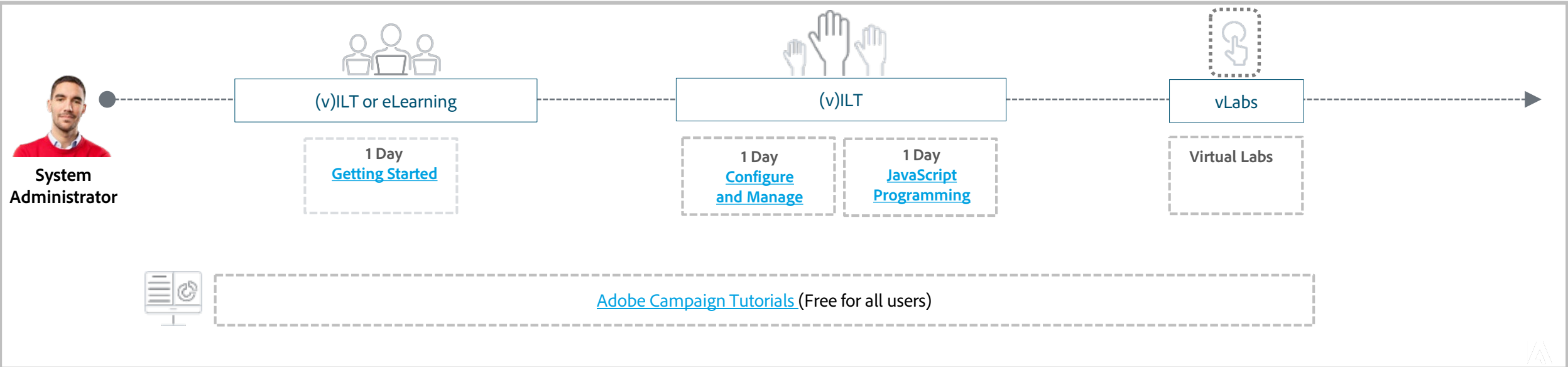
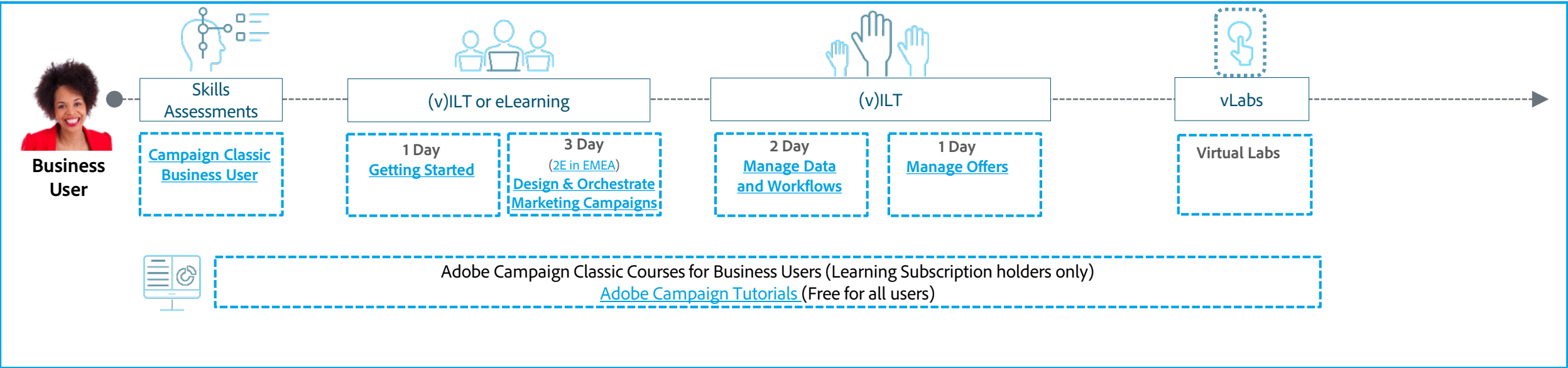




# Adobe Marketing Cloud: Campaign Classic



(v)ILT = virtual or in person instructor-led training

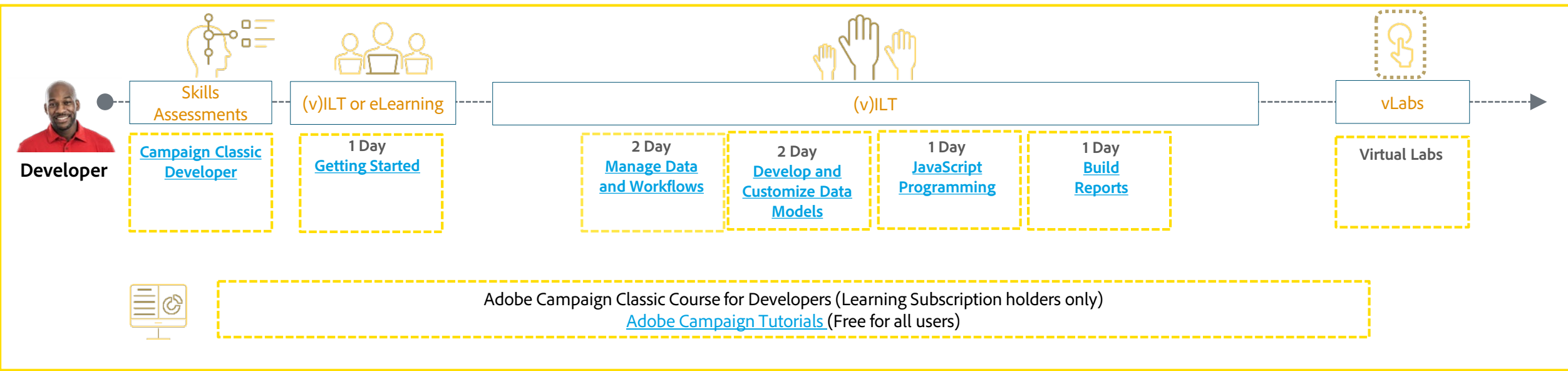




# Adobe Marketing Cloud: Campaign Classic



(v)ILT = virtual or in person instructor-led training

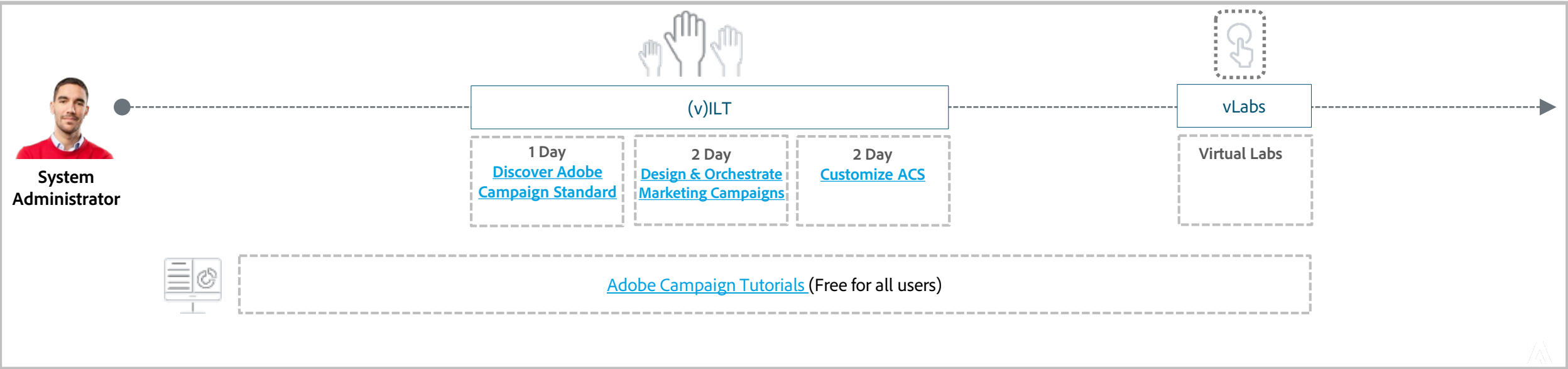
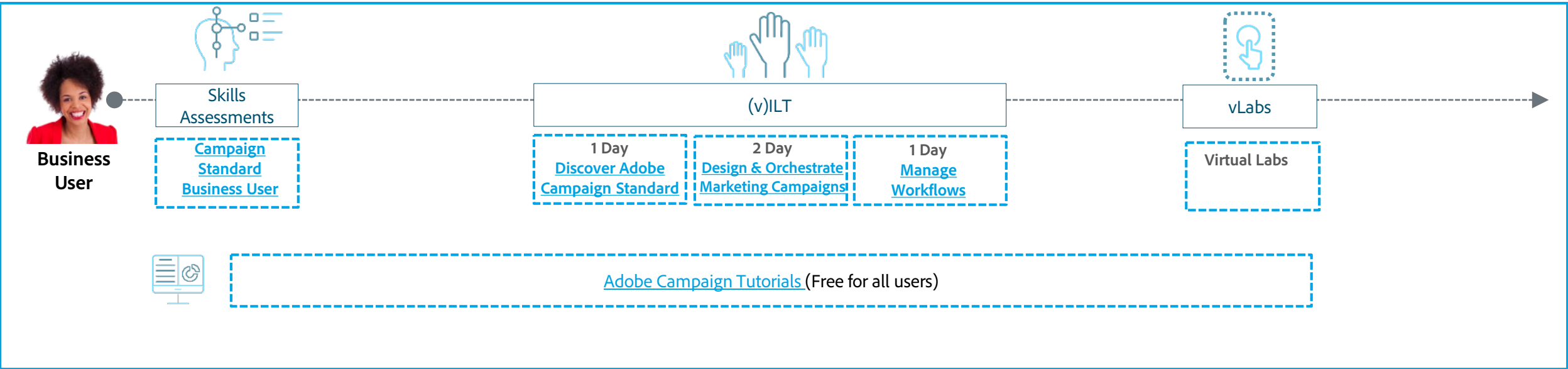




# Adobe Marketing Cloud: Campaign Standard



(v)ILT = virtual or in person instructor-led training

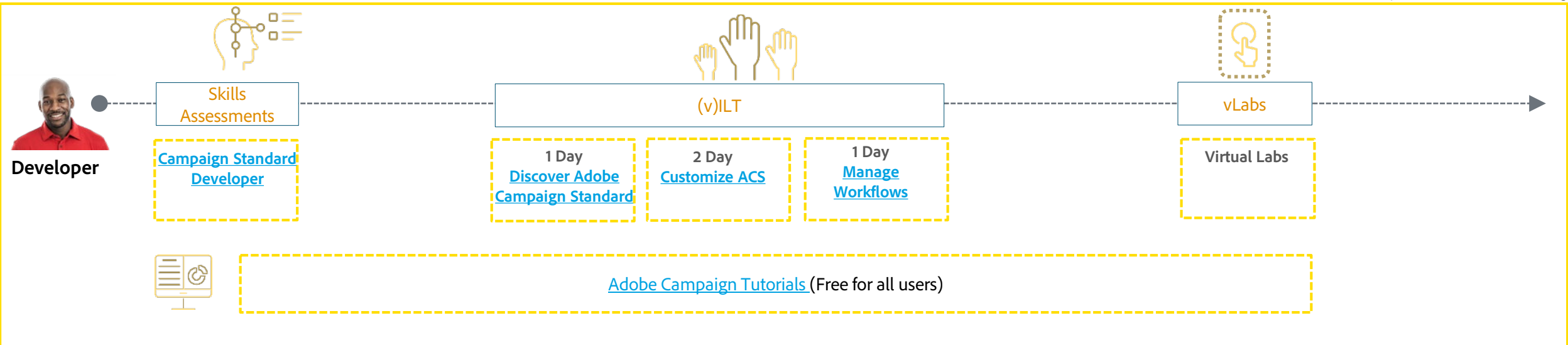




# Adobe Marketing Cloud: Campaign Standard



(v)ILT = virtual or in person instructor-led training



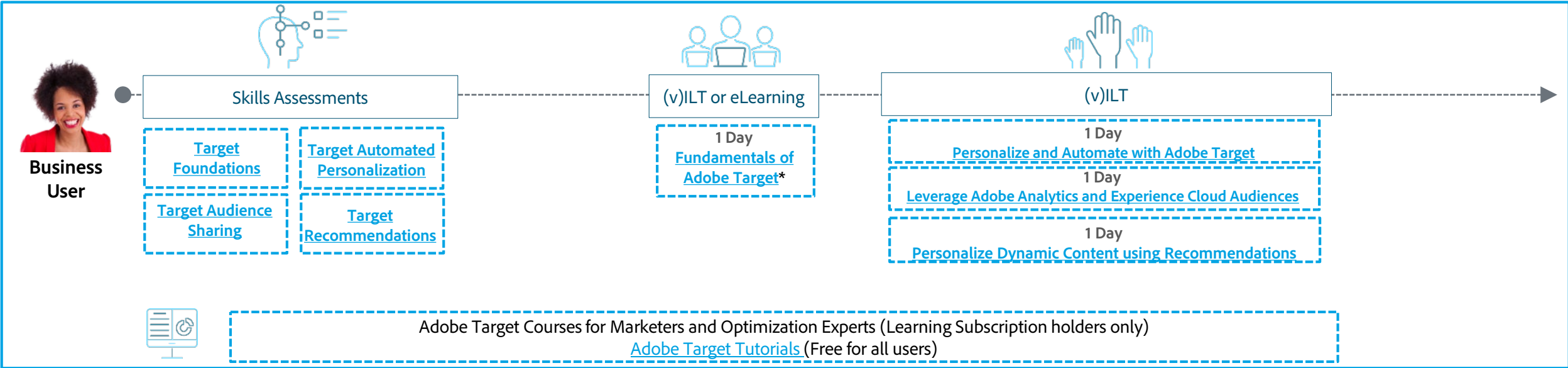


# Adobe Marketing Cloud: **Target**



\* Mandatory for given role

(v)ILT = virtual or in person instructor-led training

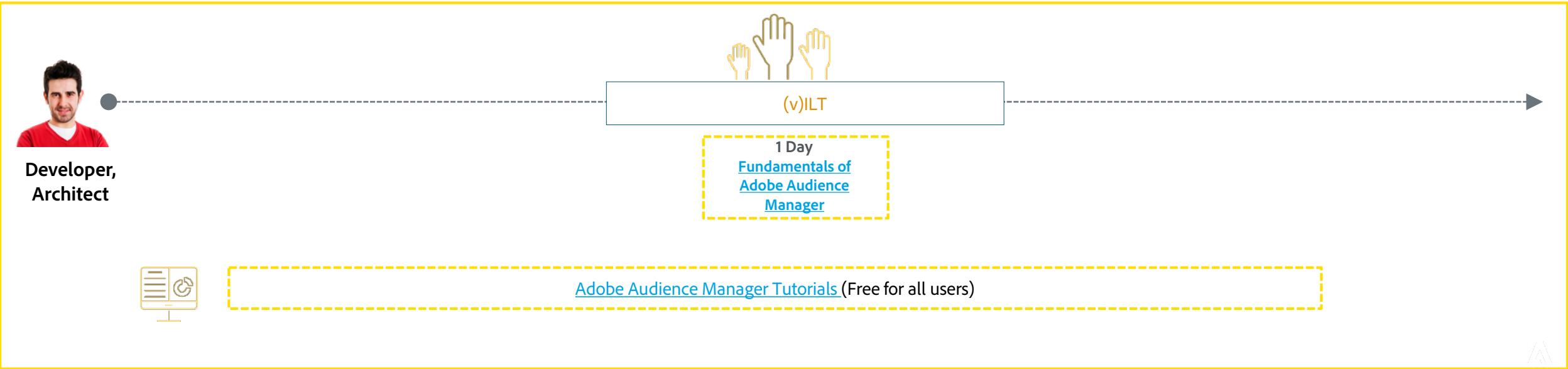
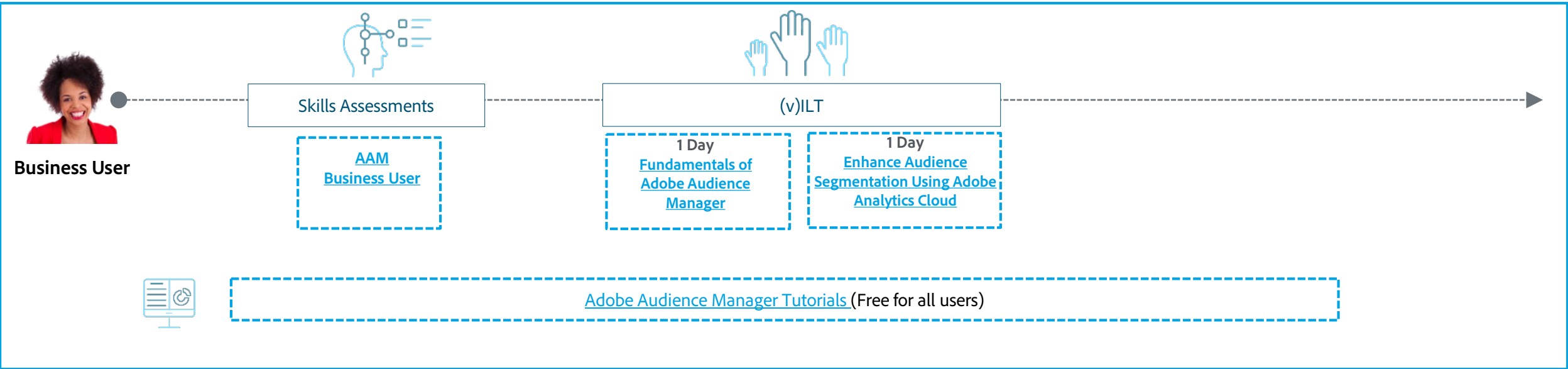




# Adobe Analytics Cloud: Audience Manager



(v)ILT = virtual or in person instructor-led training







# Adobe Advertising Cloud: Demand Side Platform, Search

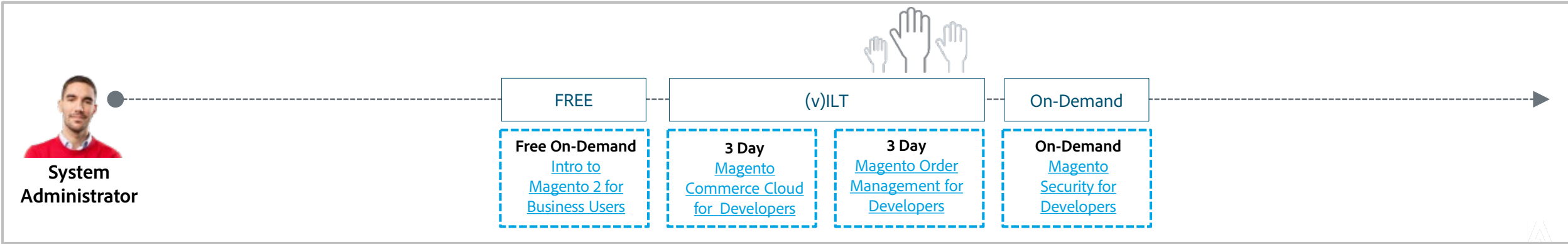
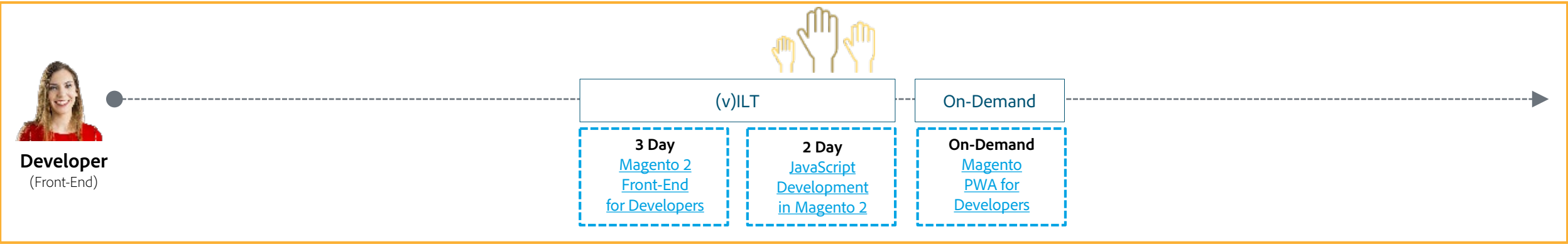




# Adobe Commerce Cloud: **Magento Commerce**



(v)ILT = virtual or in person instructor-led training





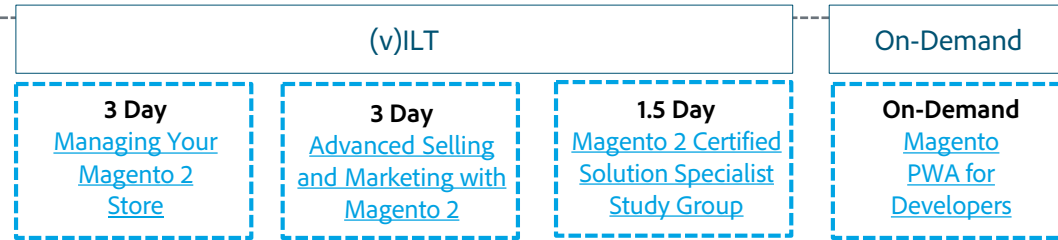
# Adobe Commerce Cloud: **Magento Commerce**



(v)ILT = virtual or in person instructor-led training



**Business Architect**



**Business Practitioner**





# Adobe Marketing Cloud: **Marketo Engage**



(v)ILT = virtual or in person instructor-led training



Marketing Practitioner

## New to Marketo Path

1 Day  
[Marketo Overview](#)



(v)ILT

2 Day  
[Marketo Core Concepts I](#)

1/2 Day  
[Configuring and Managing Marketo](#)  
(optional)



On-Demand

[New to Marketo Learning Path](#) (free for all users)



(v)ILT

## Marketo Expert Path

2 Day  
[Marketo Core Concepts II](#)

**Advanced Email Marketing Courses**  
[Events and Webinars](#) (½ Day)  
[Optimizing Email Deliverability](#) (½ Day)

**Cross-Channel Marketing Courses**  
[Web Personalization](#) (½ Day)  
[Social Marketing](#) (½ Day)

**Advanced Reporting Courses**  
[Analytics and Reporting](#) (½ Day)  
[Attribution Models](#) (½ Day)

**Sales Integration Courses**  
[Account-Based Marketing](#) (½ Day)

**Certification Prep Courses**  
[MCE Prep](#) (1/2 Day)



On-Demand

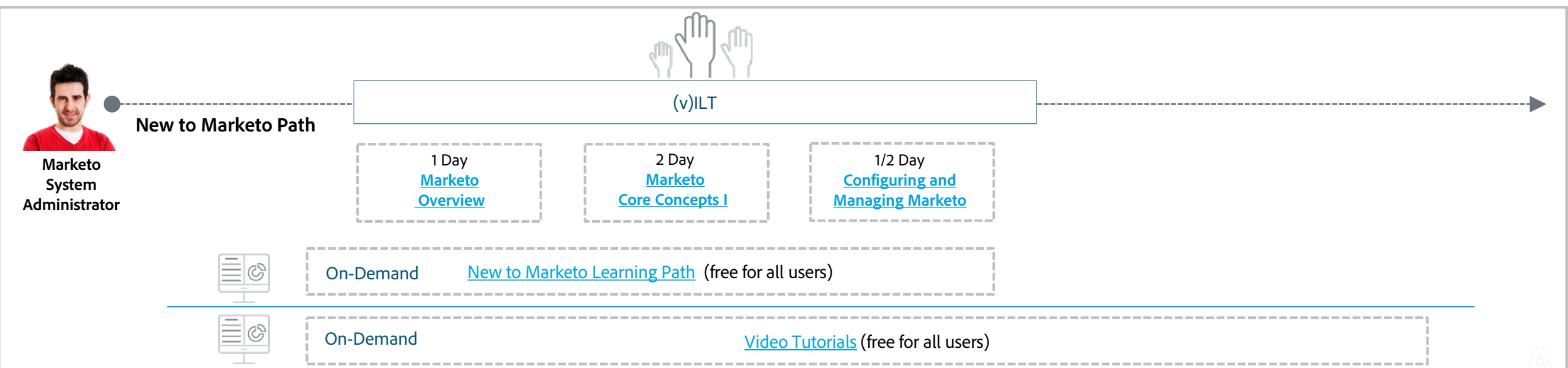
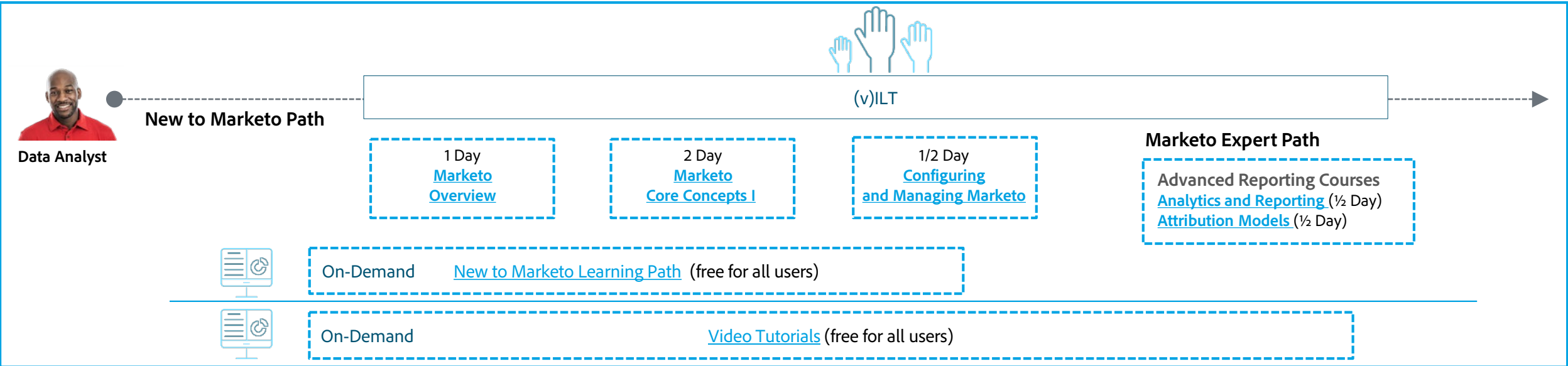
[Video Tutorials](#) (free for all users)



# Adobe Marketing Cloud: **Marketo Engage**



(v)ILT = virtual or in person instructor-led training





# Adobe Creative Cloud & More



\*Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.



**Creative**

Photoshop



[Essentials](#) – 2 Day\*  
[Intermediate](#) – 2 Day\*  
[Advanced](#) – 2 Day\*

Illustrator



[Essentials](#) – 2 Day\*  
[Intermediate](#) – 2 Day\*  
[Advanced](#) – 2 Day\*

InDesign



[Essentials](#) – 2 Day\*  
[Intermediate](#) – 2 Day\*  
[Advanced](#) – 2 Day\*

Premiere Pro



[Essentials](#) – 3 Day\*  
[Advanced](#) – 2 Day\*

After Effects



[Essentials](#) – 2 Day\*  
[Intermediate](#) – 2 Day\*  
[Advanced](#) – 2 Day\*

Animate



[Essentials](#) – 2 Day\*

Acrobat DC



[Essentials](#) – 2 Day\*

Captivate



[Essentials](#) – 2 Day\*  
[Intermediate](#) – 2 Day\*

1 Day



[Design, Prototype, and Share with Adobe XD](#)



**User Experience (UX)**

1 Day



[Design, Prototype, and Share with Adobe XD](#)

Photoshop



[Essentials](#) – 2 Day\*  
[Intermediate](#) – 2 Day\*  
[Advanced](#) – 2 Day\*

Illustrator



[Essentials](#) – 2 Day\*  
[Intermediate](#) – 2 Day\*  
[Advanced](#) – 2 Day\*



# Adobe Creative Cloud & More Cont.







\*Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

**Film / DVA**

 <p>Essentials – 2 Day* Intermediate – 2 Day* Advanced – 2 Day*</p>	 <p>Essentials – 3 Day* Advanced – 2 Day*</p>	 <p>Essentials – 2 Day* Intermediate – 2 Day* Advanced – 2 Day*</p>
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**Print & Publication**

 <p>Essentials – 2 Day* Intermediate – 2 Day* Advanced – 2 Day*</p>	 <p>Essentials – 2 Day* Intermediate – 2 Day* Advanced – 2 Day*</p>	 <p>Essentials – 2 Day* Intermediate – 2 Day* Advanced – 2 Day*</p>	 <p>Essentials – 2 Day*</p>
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**Web**

 <p>Essentials – 2 Day* Intermediate – 2 Day* Advanced – 2 Day*</p>	 <p>Essentials – 2 Day* Intermediate – 2 Day* Advanced – 2 Day*</p>	 <p>Essentials – 2 Day* Intermediate – 2 Day*</p>	 <p>1 Day Design, Prototype and Share with Adobe XD</p>
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# Adobe Digital Learning Services - Pricing (USD)

Offering	Description	List Price
<b>Learning Subscription</b>	12 months unlimited access to all public courses (live and On-Demand). Team and Enterprise include Office Hours, Learning Action Plan, Summit Preconference Training, and more.	INDIVIDUAL: <b>\$5,000</b> per named user TEAM: <b>\$6,500</b> per named user ENTERPRISE: <b>\$200,000</b> for unlimited users
<b>Onsite Private Course for Adobe Digital Marketing</b>	Adobe delivers private courses at customer locations for 7-12 students (depending on course).  Let us work with you to precisely define a learning solution to meet your business and competence objectives.	1-Day Course: <b>\$7,500</b> 2-Day Course: <b>\$14,000</b> 3-Day Course: <b>\$20,500</b> 4-Day Course: <b>\$27,000</b> 5-Day Course: <b>\$33,500</b>  Instructor Prep Hours: <b>\$300/ hr</b>
<b>Public Classes</b>	Classes offered at Adobe locations or offered virtually with a live instructor. Schedule of classes is available at <a href="https://adobe.com/training.html">adobe.com/training.html</a>	<b>\$900</b> per student per day of Experience Cloud training <b>\$550</b> per student per day of Creative Cloud training
<b>Custom Learning</b>	Adobe Digital Learning Services works with you to analyze, design and deliver a compelling training experience customized to your specifications and objectives.	<b>Discovery Workshop: \$20,000</b> <b>Proposal Implementation: \$250/ hr</b>



# General Pricing and Descriptions of Offerings – USD - Cont.

Offering	Description	Individual List Price	Enterprise List Price
<b>Bank of Funds</b>	Pre-purchase a “bank” of funds for public & private classes, and Custom Learning. This is a flexible way to set aside funds that allow the customer to quickly and easily attend classes at just the right time.		
<b>eLearning</b>	<p>Self-paced web based training shipped to and hosted by customer at their location.</p> <p>Maintenance gives you access to available updates for all your eLearning courses within 1 year.</p>	<p>Tier A: <b>\$8,000</b>; up to 15 Users            Tier B: <b>\$20,000</b>; up to 40 Users            Tier C: <b>\$48,500</b>; up to 100 Users            Tier D: <b>\$90,000</b>; Unlimited Users</p> <p>Maintenance: <b>15%</b> of total eLearning</p>	
<b>Onsite Private Course for Adobe Creative Cloud</b>	<p>Adobe delivers private courses at customer locations for 7-12 students (depending on course).</p> <p>Let us work with you to precisely define a learning solution to meet your business and competence objectives.</p>	<p>1-Day Course: <b>\$3,850</b>; 2-Day Course: <b>\$6,900</b>            3-Day Course: <b>\$10,000</b>; 4-Day Course: <b>\$13,100</b>            5-Day Course: <b>\$16,155</b></p>	
<b>Virtual Lab Extensions</b>	<p><b>Virtual Lab Extensions:</b>            Extend your virtual lab access from class after training ends. (Available for Private Onsite and Virtual Private customers)</p>	<p><b>\$6,500 -- 2 weeks for up to 12 users</b></p>	



**Adobe**