



Enterprise Computing Solutions - Education Services

OFERTA FORMATIVA

Detalles de contacto

Avda Europa 21, 28108 Alcobendas

Email: formacion.ecs.es@arrow.com

Phone: +34 91 761 21 51



IBM Marketing Operations 9.x Marketing Contributor

CÓDIGO:	DURACIÓN:	Precio:
9U11G	8 Hours (1 dia)	€750.00

Description

This course provides an introduction the IBM Marketing Operations from the point of view of a Marketing Contributor.

Objetivos

- Have working familiarity with the components of the IBM Marketing Suite and also understand the role and function of IBM Marketing Operations within it.
- Focus on the typical tasks that a Marketing Contributor completes with IBM Marketing Operations.
- Use IBM Marketing Operations to find tasks assigned to you, and respond to them in any of several ways.
- Locate information in IBM Marketing Operations about any of the central business processes managed there.
- Request new marketing projects.
- Work with digital assets and understand their role in project information stored in IBM Marketing Operations.
- Communicate information about your project work by using alerts.
- Create and respond to approvals.

Público

You should attend this intermediate course if you are new to IBM Marketing Operations and use it in a contributor role and/or need an introduction to its capabilities prior to its implementation at your site.

Requisitos Previos

There are no prerequisites for this course.

Programa

IBM Marketing Operations Basics

- The IBM EMM Marketing Operations Suite
- Marketing Operations and Marketing Platform Overview
- Marketing Operations Capabilities
- Marketing Contributors' Tasks with Marketing Operations

Tasks

- Manage Tasks From the Dashboard
- The My Tasks View
- Updating Tasks from the My Tasks Page
- Team Tasks
- Find and Update Tasks on the Project Workflow

Projects, Programs, and Plans

- Business Process Information Structure
- Linking to Project Information
- Projects
- Working with Projects

- Project Requests

Digital Assets and Marketing Objects

- Digital Assets
- Marketing Objects

Alerts and Approvals

- Alerts Overview
- Working With Alerts
- Approvals Overview
- Working with Approvals

Fechas Programadas

A petición. Gracias por [contactarnos](#).

Información Adicional

[Esta formación también está disponible en modalidad presencial. Por favor contáctenos para más información.](#)