

OUR LEARNING EXCLUSIVE

- Custom exam prep software and materials
- Course-specific thinQtank[®] Learning publications to make the learning fun and engaging
- Hands-on exercises in a free Salesforce Developer Edition org every day
- We do not teach the test. We always deliver valuable hands-on experience
- All reading material and study guides sent to you when you register
- Every course taught by experienced Salesforce-certified practitioners
- Six months mentoring access to our engineers after the course

TRAINING CAMP FORMAT

thinQtank[®] Learning delivers this course as a **five-day instructor-led training camp, Monday to Friday**. About 60% lecture and 40% hands-on labs and practice exams. Hands-on work is set to suit the group and the delivery method. Contact us for the schedule covering your dates.

PREREQUISITES

- Salesforce Certified Marketing Cloud Engagement Administrator
- Marketing Cloud implementation experience recommended

TARGET AUDIENCE

- Marketing Cloud consultants
- Marketing technology architects
- Senior Marketing Cloud administrators
- Service members, veterans and military spouses using AF COOL, Army CA, MyCAA or VET TEC 2.0

EXAM

Exam	Salesforce Certified Marketing Cloud Engagement Consultant
Exam fee	\$200 USD per attempt, set by Salesforce; retakes \$100
Format	60 multiple-choice questions, 105 minutes
Passing	67%
Delivery	Testing center or online proctored; we help you schedule

DELIVERY METHODS

- Instructor-led training
- Immersive live-online training
- On-site and custom delivery

COURSE OVERVIEW

thinQtank[®] Learning is offering a unique five-day training camp comprised of five days of instructor-led learning that gives students the knowledge and skills needed to design and implement Marketing Cloud Engagement solutions: discovery and architecture, integration, account configuration, automation, data modeling and messaging.

Marketing Cloud Engagement Consultant requires the Marketing Cloud Engagement Administrator certification.

This course prepares you for the **Salesforce Certified Marketing Cloud Engagement Consultant** exam.

WHAT YOU WILL BE ABLE TO DO

- Run discovery and design a Marketing Cloud architecture
- Integrate Marketing Cloud with Salesforce and external systems
- Configure accounts and business units for scale
- Design automations and journeys
- Model and manage marketing data
- Design compliant, effective messaging

COURSE OBJECTIVES

Primary course objectives, following the official exam outline:

- Discovery and Architecture
- Integration
- Account Configuration
- Automation
- Data Modeling and Management
- Messaging

EXCLUSIVE LEARNING PACKAGE

- thinQtank[®] Learning Accelerated Custom Exam Study Guide for this exam
- Practice exams built to the official exam outline
- Additional hours of remote lab access
- Custom video recordings for review
- Retake any or all of the course, in person or live online, for 24 months

SALESFORCE CERTIFICATION PATH

Marketing Cloud Engagement Specialist / Administrator
Associate

Marketing Cloud Engagement Consultant
Professional

Account Engagement Specialist
B2B marketing automation

COURSE MODULES

01 Discovery and Architecture › Topic A: Requirements gathering › Topic B: Account architecture › Topic C: Solution design	16% of exam	04 Automation › Topic A: Automation Studio › Topic B: Journey Builder design › Topic C: Error handling	20% of exam
02 Integration › Topic A: Marketing Cloud Connect › Topic B: APIs › Topic C: File transfer and imports	20% of exam	05 Data Modeling and Management › Topic A: Data extensions and relationships › Topic B: Contact Builder › Topic C: SQL queries	21% of exam
03 Account Configuration › Topic A: Business units › Topic B: Sender profiles › Topic C: Security	12% of exam	06 Messaging › Topic A: Email and mobile messaging › Topic B: Personalization › Topic C: Deliverability	11% of exam

TERMS

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