

Marketing Resource Management Bootcamp

Agenda

Duration: 5 days

Times: 8:30 AM to 5:30 PM

Who Should Attend?

You should attend the Marketing Resource Management Bootcamp if you want to achieve certification for the Aprimo Marketing Resource Management products. Specifically, participants should be those team members that make design recommendations and configure the products based on customer requirements. This intensive class provides detailed instructions with hands-on case studies, nightly reading, and practice assignments. The class concludes with a certification exam.

What You Will Learn?

This course provides an interactive introduction to the following Aprimo 8.5 products:

- Marketing Planner
- Workflow Manager
- Budgets and Forecasts
- Expense Manager
- Production Manager
- Job Starter
- Calendar
- Digital Assets
- Annotations
- Aprimo Tools

How Will You Spend Your Days?

Day 1

8:30 a.m. – 10:00 a.m.

10:00 a.m. – 12:30 p.m.

1:30 p.m. – 2:30 p.m.

2:30 p.m. – 5:30 p.m.

Marketing Planner, Aprimo Tools

Introduction to Aprimo, Navigation

Marketing Planner

Reviews and Aprimo Tools

Case Study – Marketing Planner

Day 2

8:30 a.m. – 9:00 a.m.

9:00 a.m. – 12:30 p.m.

1:30 p.m. – 2:00 p.m.

2:00 p.m. – 5:30 p.m.

Financials

Review

Budgets and Forecasts, Expense Manager

Fiscal Period and Year End Closeouts

Case Study - Financials

Day 3

8:30 a.m. – 9:00 a.m.

9:00 a.m. – 11:30 a.m.

11:30 a.m. – 12:30 p.m.

1:30 p.m. – 5:30 p.m.

Workflow Manager

Review

Workflow Manager: Administration

Workflow Manager: Project Manager and Task Owner

Case Study – Workflow

Day 4

8:30 a.m. – 9:00 a.m.
9:00 a.m. – 10:00 a.m.
10:00 a.m. – 11:30 a.m.
11:30 a.m. – 12:30 p.m.
1:30 p.m. – 5:30 p.m.

Production Manager

Review
Job Starter
Digital Assets and Annotations
Calendar
Case Study – Production Manager

Day 5

8:30 a.m. – 10:00 a.m.
10:00 a.m. – 11:00 a.m.
11:00 a.m. – 2:00 p.m.
2:00 p.m. – 4:00 p.m.
4:00 p.m.

Practice Exam, Case Study Presentations

Review
MRM Practice Exam
Finalize Case Study Solutions
Present Case Study Solutions
Depart

Registration Process

To register for this class, please access <http://www.aprimo.com/education> for the registration form. Upon receiving your registration, your spot for class is reserved.

Aprimo University reserves the right to cancel classes that are under-registered. All registrations must be received two weeks prior to the scheduled course.

Certification Process

Your instructor will provide a study guide and instructions for preparing and taking the online certification exam. On the last day of training, you must attempt the practice exam. It is recommended that you take the actual exam the last day of the course. You may take the actual exam up to 7 days after attending the training.

You may take the practice exam only once. You may, however, take the actual exam up to three times with a 10 day waiting period between exams. To become certified, you must achieve a score of 70% or higher.