

# Introduction to IBM Unica Marketing Operations 8.5

9T324G



**Delivery Type:** Classroom

**Duration:** 2 days

## Objectives

- ✓ Be familiar with Unica Marketing Operations terminology, processes, and procedures, and understand the relationships among them
- ✓ Be able to organize marketing efforts through the use of Unica Marketing Operation's Plans, Programs, and Projects components, and manage all related information
- ✓ Be able to create and manage Project Workflows, and their component stages, tasks, approvals, and alerts
- ✓ Understand and be able to create and manage marketing objects as components of marketing operations management
- ✓ Be able to use Unica Marketing Operations to manage marketing teams and assign tasks to them or to individuals
- ✓ Within Unica Marketing Operations, be able to manage digital assets that are associated with marketing efforts
- ✓ Be able to run Unica Marketing Operations reports

Be able to use Unica Marketing Operations to establish and monitor budgets and expenses related to marketing operations

## Target Audience

This course is for New Unica Marketing Operations users and marketing managers.