

# Come Learn With Us!

# Marketo University Day

**MONDAY, MARCH 25TH**



Accelerate your Marketo learning and build expertise by attending University Day at Adobe Summit. Join us for one of our two programs for lectures and demos from Marketo experts. Up for a challenge? Sign up to take your Marketo certification exam and go home a certified associate or expert, ready to take the next step in your career!

## [Marketo University Day: Beginner Track – 1 Day](#)

Get started! The Marketo Beginner Track is for anyone new to Marketo or looking to brush up on core concepts. In this track, you'll get a condensed introduction to the core features of the Marketo platform, including how to build your initiatives, deploy emails, nurture your audience, automate your programs, and analyze your results with basic reports.

Recommended Marketo experience:  
Less than 1 year or limited experience

## [Marketo University Day: Experienced Track – 1 Day](#)

Go Deeper! The Marketo Experienced Track is geared to take your marketing automation skills to the next level. You'll learn how to create advanced nurturing programs to engage your audience. With a focus on nurture strategies and best practices for designing engaging content, this track will teach you how to create an engagement program with multiple streams, add members to your program, transition people from stream to stream, and pause people from receiving content.

Recommended Marketo experience:  
3 - 6 months plus actively using Marketo

[Register now!](#)

Reminder: This is an add-on to the Adobe Summit 2019 Pass