

**Microsoft Dynamics 365 for Marketing (MB-220)**

**Course Number:** MOC-MB-220
**Duration:** 4 days

**Overview**

This Microsoft Dynamics 365 for Marketing (MB-220) teaches attendees the marketing application configuration needed to drive business growth. Students learn how to manage leads, marketing forms and pages, segmentation, and email marketing messages. All these pieces are tied together through interactive customer journey design, including event and survey configuration. This course prepares students for the [MB-220 exam](https://docs.microsoft.com/en-us/learn/certifications/exams/MB-220) for which every attendee receives a voucher.

**Prerequisites**

All students must have knowledge of the Dynamics 365 platform and an understanding of basic marketing principles. Power Platform experience, especially in model-driven applications, is also recommended.

**Materials**

All Microsoft Dynamics 365 training students receive Microsoft official courseware.

For all Microsoft Official Courses taught in their entirety that have a corresponding certification exam, an exam voucher is included for each participant.

**Software Needed on Each Student PC**

Attendees will not need to install any software on their computers for this class. The class will be conducted in a remote environment that Accelebrate will provide; students will only need a local computer with a web browser and a stable Internet connection. Any recent version of Microsoft Edge, Mozilla Firefox, or Google Chrome will work well.

**Objectives**

* Understand the marketing application configuration
* Drive business growth with Dynamics 365
* Create marketing forms and pages
* Create segmentation and email marketing messages
* Set up and launch customer journeys
* Create and manage events
* Distribute and analyze surveys

**Outline**

* Introduction
* Set up and manage Dynamics 365 Marketing
* Advanced configuration for Dynamics 365 Marketing
* Review domain authentication, email best practices, and GDPR in Dynamics 365 Marketing
* Manage assets and content settings in Dynamics 365 Marketing
* Manage customers in Dynamics 365 Marketing
* Manage forms and pages in Dynamics 365 Marketing
* Manage emails, segments, and journeys in Dynamics 365 Marketing
* Manage subscription centers and double opt-in in Dynamics 365 Marketing
* Manage website visits, redirect URLs, and social postings in Dynamics 365 Marketing
* Create an on-site event in Dynamics 365 Marketing
* Create a webinar event in Dynamics 365 Marketing
* Promote events, manage registration and check-ins, and review results in Dynamics 365 Marketing
* Advanced event management features in Dynamics 365 Marketing
* Evaluate marketing initiatives with analytics in Dynamics 365 Marketing
* Review the marketing calendar in Dynamics 365 Marketing
* Conclusion