



ADOBE TRAINING

Adobe Experience Manager

Master Adobe Experience Manager (AEM) to create and deploy compelling digital experiences efficiently. Learn AEM development and content management.

DURATION

Flexible

LEVEL

Intermediate

FORMAT

Instructor-Led

- Globally Recognized Certification

- Expert-Led Hands-On Training

- Flexible Scheduling

Computer Pride | 1st Floor, ICEA Building, Kenyatta Avenue, Nairobi | www.computer-pride.co.ke

COURSE OVERVIEW

This Adobe Experience Manager (AEM) course from Computer Pride offers a comprehensive journey into mastering one of the industry's leading digital experience platforms. Designed for intermediate learners, this program dives deep into AEM's capabilities, empowering you to build, manage, and deliver compelling digital content and experiences across various channels. You will gain hands-on expertise with core AEM functionalities, including its robust Web Content Management (WCM) system, Digital Asset Management (DAM), and sophisticated personalization features, all critical for today's dynamic digital landscape. This course specifically focuses on AEM's role in unifying content, data, and applications to create seamless customer journeys.

The curriculum covers the essential technological underpinnings of AEM, such as the Java Content Repository (JCR) and the Apache Sling framework, along with modern development practices using Sling Models and the HTML Template Language (HTL). You'll learn to develop custom components, create efficient content workflows, manage user permissions, and deploy AEM solutions effectively. We also explore the integration of AEM with other Adobe Experience Cloud solutions, providing a holistic view of the digital marketing ecosystem.

Upon completion, you will not only possess a deep theoretical understanding but also practical skills to implement and maintain AEM solutions. This expertise is highly sought after by enterprises striving to enhance their digital presence, streamline content operations, and deliver personalized customer experiences. This course significantly boosts your professional value, opening doors to advanced roles in digital experience management and web development within various industries.

Level	Intermediate
Vendor	Adobe

COURSE CURRICULUM

01 Module 1: AEM Fundamentals and Architecture

- Introduction to Adobe Experience Manager (AEM) Ecosystem
- Understanding AEM Architecture (CRX, JCR, OSGi, Sling)
- AEM Instances: Author and Publish Environments
- AEM User Interface and Basic Navigation
- Core Concepts: Pages, Components, Templates, Assets

02 Module 2: Content Authoring and Digital Asset Management (DAM)

- Creating and Managing Pages with the AEM Page Editor
- Utilizing Core Components and Editable Templates
- Digital Asset Management (DAM): Uploading, Tagging, and Metadata Management
- Implementing Content Workflows and Approvals
- User and Group Management, Permissions, and Roles

03 Module 3: AEM Component Development with Sling Models and HTL

- Setting Up AEM Development Environment (Maven, IntelliJ/Eclipse)
- Introduction to Apache Sling and its Role in AEM
- Developing Custom AEM Components using Sling Models
- Implementing Component Logic with the HTML Template Language (HTL)
- Client-side Libraries (Clientlibs) for CSS and JavaScript Management

04 Module 4: Advanced AEM Development and Integrations

- Working with OSGi Services and Bundles
- Developing Custom Sling Servlets and Filters
- Extending AEM Functionality with Custom Workflows
- Querying the JCR with Query Builder and JCR-SQL2
- Integrating AEM with other Adobe Experience Cloud Products (e.g., Analytics, Target)

05 Module 5: AEM Administration, Operations, and Cloud Basics

- AEM Deployment Models (On-Premise, Managed Services, Cloud Service)
- Monitoring AEM Health and Performance
- Backup, Restore, and Maintenance Tasks
- Introduction to AEM as a Cloud Service architecture and benefits
- Troubleshooting Common AEM Issues

06 Module 6: AEM Best Practices and Performance Optimization

- AEM Security Best Practices and Hardening
- Strategies for Performance Tuning and Caching
- Code Quality, Governance, and Maintainability
- Content Migration Strategies and Tools
- Introduction to CI/CD Pipelines for AEM Projects

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Adobe Experience Manager Developer**
- > **Digital Experience Architect**
- > **Content and Digital Marketing Strategist (AEM focus)**

FREQUENTLY ASKED QUESTIONS

Q: What prior experience or technical skills are recommended before enrolling in the Adobe Experience Manager course?

This intermediate-level course assumes a foundational understanding of web technologies including HTML, CSS, and JavaScript. Familiarity with Java programming is highly beneficial for the development modules, though not strictly mandatory for content authoring aspects. Participants should also have basic knowledge of content management systems or web development concepts to get the most out of the training.

Q: How does mastering Adobe Experience Manager impact a professional's ability to drive digital transformation initiatives within an organization?

Mastering AEM equips professionals with the expertise to unify content, data, and applications, which is crucial for modern digital transformation. You'll gain practical skills to create personalized, consistent, and engaging experiences across multiple channels, streamline complex content workflows, and effectively manage digital assets. This directly enables your organization to adapt and thrive in the digital landscape by delivering superior customer experiences and optimizing operational efficiency.

Q: Beyond basic content authoring, what advanced AEM development skills will I acquire to customize and extend the platform?

This course will take you beyond basic content authoring into advanced development. You will learn to create custom AEM components using modern approaches like Sling Models and HTL, develop OSGi services and custom workflows to automate processes, extend AEM functionalities through Sling Servlets and Filters, and understand how to integrate AEM with other enterprise systems. These skills are essential for tailoring AEM to specific business needs and building scalable, high-performance digital solutions.

ABOUT COMPUTER PRIDE



East Africa's Premier IT Training Center

With over 15 years of excellence, Computer Pride delivers globally recognized certification programs from leading technology vendors. Located on Kenyatta Avenue in Nairobi's CBD, our state-of-the-art facilities and expert instructors have empowered thousands of professionals across East Africa.

15+

Years of Excellence

10,000+

Professionals Trained

50+

Vendor Certifications

READY TO ENROL?

Take the next step in your technology career.

Location

1st Flr, ICEA Building
Kenyatta Ave, Nairobi

Email

info@computer-pride.co.ke

Phone

+254 705 900 900

www.computer-pride.co.ke