

# Study Sheet: Marketing Cloud Developer

The "Exam Guide" sheet helps break down topics and approximate your readiness based on your confidence.

The "Resources Checklist" Sheet includes a catalogue of resources that support studying within each section.

You only need to change this column, everything else will calculate automatically.

Exam Topics	Weight	Breakdown of what you need to know	How confident do you feel about your knowledge on this?	How ready you are for this topic
<b>Data Modeling</b>	<b>14%</b>	Configure account Contact model in Marketing Cloud	0%	<b>0%</b>
		Given a scenario, differentiate the various types and uses of data extensions in Marketing Cloud	0%	
		Describe how Contact Records relate across channels	0%	
		Explain the Contact Delete process	0%	
<b>Programmatic Languages</b>	<b>35%</b>	Given a scenario, demonstrate knowledge of AMPscript language syntax and functions	0%	<b>0%</b>
		Given a scenario, demonstrate knowledge of SSJS language syntax and functions	0%	
		Implement standard development best practices using Marketing Cloud programming languages	0%	
		Describe how Marketing Cloud handles AMPscript processing	0%	
		Given a customer scenario, determine how to <u>programmatically</u> exclude a subscriber at email send time	0%	
<b>API</b>	<b>22%</b>	Explain the relationship between Marketing Cloud and Salesforce.	0%	<b>0%</b>
		Given a scenario, describe API objects, methods, and routes	0%	
		Identify the main components of the Salesforce Connector.	0%	
		Describe the OAuth authentication flow and how an access token is used in SOAP and REST headers	0%	
		Given a scenario, evaluate the significance of response handling	0%	
		Describe the process for setting up Synchronized Data Extensions.	0%	
<b>Data Management</b>	<b>22%</b>	Describe the capabilities and limitations with field syncing.	0%	<b>0%</b>
		Configure import activity using various file formats within Marketing Cloud	0%	
		Given a scenario, apply SQL to produce the desired results	0%	
		Given a scenario, explain the different ways to extract data from Marketing Cloud	0%	
		Describe SQL best practices for managing data in Marketing Cloud	0%	
		Given a scenario, apply best practices for send logs	0%	
<b>Security</b>	<b>7%</b>	Given a scenario, describe how data is affected by the Contact Delete process	0%	<b>0%</b>
		Identify different options to secure data in Marketing Cloud	0%	
		Identify how to provide Marketing Cloud access.	0%	
		Distinguish between and identify the implications of the default user roles and permissions	0%	
How ready am I to take this exam based on my confidence levels?			<b>0%</b>	<b>You're not Ready</b>

Section	Subsection / Goal	Task
<b>Data Modeling (14%)</b>	Configure Account Contact model in Marketing Cloud	<input type="checkbox"/> <a href="#">Learn about the Data Designer, Data Sources, Attribute Groups, &amp; Populations</a>
	Given a scenario, differentiate the various types and uses of data extensions in Marketing Cloud	<input type="checkbox"/> <a href="#">Trailhead: Contact Builder</a>
	Describe how Contact Records relate across channels	<input type="checkbox"/> <a href="#">Differentiate between Salesforce Data Extensions, Synchronized Data Extensions, and Data Extensions</a>
	Explain the Contact Delete process	<input type="checkbox"/> <a href="#">Differentiate between the different Subscriber Keys used in Email Studio / Journey Builder, MobileStudio, and MobilePush</a> <input type="checkbox"/> <a href="#">Trailhead: Manage Contact Data</a> <input type="checkbox"/> <a href="#">Learn Best Practices for Managing Contact Data</a>
<b>Programmatic Languages (35%)</b>	Given a scenario, demonstrate knowledge of AMPscript language syntax and functions	<input type="checkbox"/> <a href="#">Trailhead: Get to know our Programmatic Languages</a> <input type="checkbox"/> <a href="#">Trailhead: Explore AMPscript</a> <input type="checkbox"/> <a href="#">AMPscript Developer Library</a> <input type="checkbox"/> <a href="#">Creating Dynamic Links using AMPscript</a> <input type="checkbox"/> <a href="#">Dynamic Impression Tracking using AMPscript</a> <input type="checkbox"/> <a href="#">Process Loop Syntax in AMPscript</a> <input type="checkbox"/> <a href="#">Trailhead: Learn About Server-Side JavaScript</a>
	Given a scenario, demonstrate knowledge of SSJS language syntax and functions	<input type="checkbox"/> <a href="#">SSJS: Core Library Functions</a> <input type="checkbox"/> <a href="#">SSJS: Platform Library Functions</a>
	Given a scenario, demonstrate knowledge of Guide Template Language	<input type="checkbox"/> <a href="#">Trailhead: Get to know Guide Template Language</a>
	Implement standard development best practices using Marketing Cloud programming languages	<input type="checkbox"/> <a href="#">Trailhead: Write your Best Scripts with Programmatic Languages</a> <input type="checkbox"/> <a href="#">When to use AMPscript vs. When to use SSJS</a>
	Describe how Marketing Cloud handles AMPscript processing	<input type="checkbox"/> <a href="#">AMPscript Processing</a>
<b>API (22%)</b>	Given a scenario, describe API objects, methods, and routes	<input type="checkbox"/> <a href="#">Distinguish between SOAP and REST APIs</a> <input type="checkbox"/> <a href="#">Trailhead: Explore Developer Tools</a> <input type="checkbox"/> <a href="#">Trailhead: Create an API Request</a> <input type="checkbox"/> <a href="#">Understand HTTP Methods</a> <input type="checkbox"/> <a href="#">Understand HTTP Error / Status Codes</a> <input type="checkbox"/> <a href="#">Understand APIs for Message Definition Sends</a> <input type="checkbox"/> <a href="#">Understand APIs for Journey Entry Events</a> <input type="checkbox"/> <a href="#">Marketing Cloud Connect Setup Instructions</a>
	Identify the main components of the Salesforce Connector.	<input type="checkbox"/> <a href="#">Understand Token Requests</a>
	Describe the OAuth authentication flow and how an access token is used in SOAP and REST headers	<input type="checkbox"/> <a href="#">Understand Installed Packages</a> <input type="checkbox"/> <a href="#">Handling Errors in REST API</a>
	Given a scenario, evaluate the significance of response handling	<input type="checkbox"/> <a href="#">SOAP Error Codes</a> <input type="checkbox"/> <a href="#">SOAP Faults</a>
	Describe the process for setting up Synchronized Data Extensions.	<input type="checkbox"/> <a href="#">Trailhead: Explore Synchronized Data Extensions</a>
	Describe the capabilities and limitations with field syncing.	<input type="checkbox"/> <a href="#">Understand How Formula Fields Update with Synchronized Data Sources</a>
	<b>Data Management (22%)</b>	Configure import activity using various file formats within Marketing Cloud
Given a scenario, apply SQL to produce the desired results		<input type="checkbox"/> <a href="#">SQL ZOO Tutorials &amp; Basics</a> <input type="checkbox"/> <a href="#">w3schools Tutorials</a>
Given a scenario, explain the different ways to extract data from Marketing Cloud		<input type="checkbox"/> <a href="#">Learn about Exports &amp; Data Extract Activities</a>
Describe SQL best practices for managing data in Marketing Cloud		<input type="checkbox"/> <a href="#">Understand best practices for managing data in Marketing Cloud</a> <input type="checkbox"/> <a href="#">Understand what a Send Log is, how many can be created for each Account, and how they differ from Data Views</a>
Given a scenario, apply best practices for send logs		<input type="checkbox"/> <a href="#">Understand the standard Data Views in Marketing Cloud and the steps to accessing them</a> <input type="checkbox"/> <a href="#">Trailhead: Manage Contact Data</a>
<b>Security (7%)</b>	Identify different options to secure data in Marketing Cloud	<input type="checkbox"/> <a href="#">Understand Transparent Data Encryption</a> <input type="checkbox"/> <a href="#">Understand Field Level Encryption &amp; Limitations</a> <input type="checkbox"/> <a href="#">Understand Tokenized Sending</a> <input type="checkbox"/> <a href="#">Understand Scope-by and Non-Scope-by settings in Marketing Cloud Connect</a>
	Identify how to provide Marketing Cloud access.	<input type="checkbox"/> <a href="#">Extra Credit: Understand the process for setting up Single Sign On</a> <input type="checkbox"/> <a href="#">Understand how to setup new users</a>
	Distinguish between and identify the implications of the default user roles and permissions	<input type="checkbox"/> <a href="#">Learn about Marketing Cloud Roles</a> <input type="checkbox"/> <a href="#">Learn about Security best practices in Marketing Cloud</a>
	Describe security best practices in Marketing Cloud	<input type="checkbox"/> <a href="#">Understand the principle of 'Least Privilege'</a>