

MB-7005 – Create and manage journeys with Dynamics 365 Customer Insights

Course description

This document is for Microsoft Certified Trainers preparing to teach **MB-7005 - Create and manage journeys with Dynamics 365 Customer Insights**. This course is designed for students who are planning on using Dynamics 365 Customer Insights to create and deliver marketing journeys in their careers, or for customer experience analysts who want to learn how to configure Dynamics 365 Customer Insights for an organization.

Audience prerequisites

- Basic experience design, requirements analysis, and process analysis skills.
- A personal growth mindset and are comfortable using technology to solve business problems.
- An understanding of basic marketing principles.

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Learning Path	Module
Course Introduction	
Learning Path: Create and manage journeys with Dynamics 365 Customer Insights	Module 1: Introduction to Dynamics 365 Customer Insights Module 2: Create emails in Dynamics 365 Customer Insights - Journeys Module 3: Build journeys with Dynamics 365 Customer Insights - Journeys

Labs

The labs can be completed within the lab environment provided by your lab hosting provider. In the first lab, students will use a Microsoft 365 credential (provided by the lab host) to procure a Dynamics 365 Customer Insights – Journeys trial environment.