

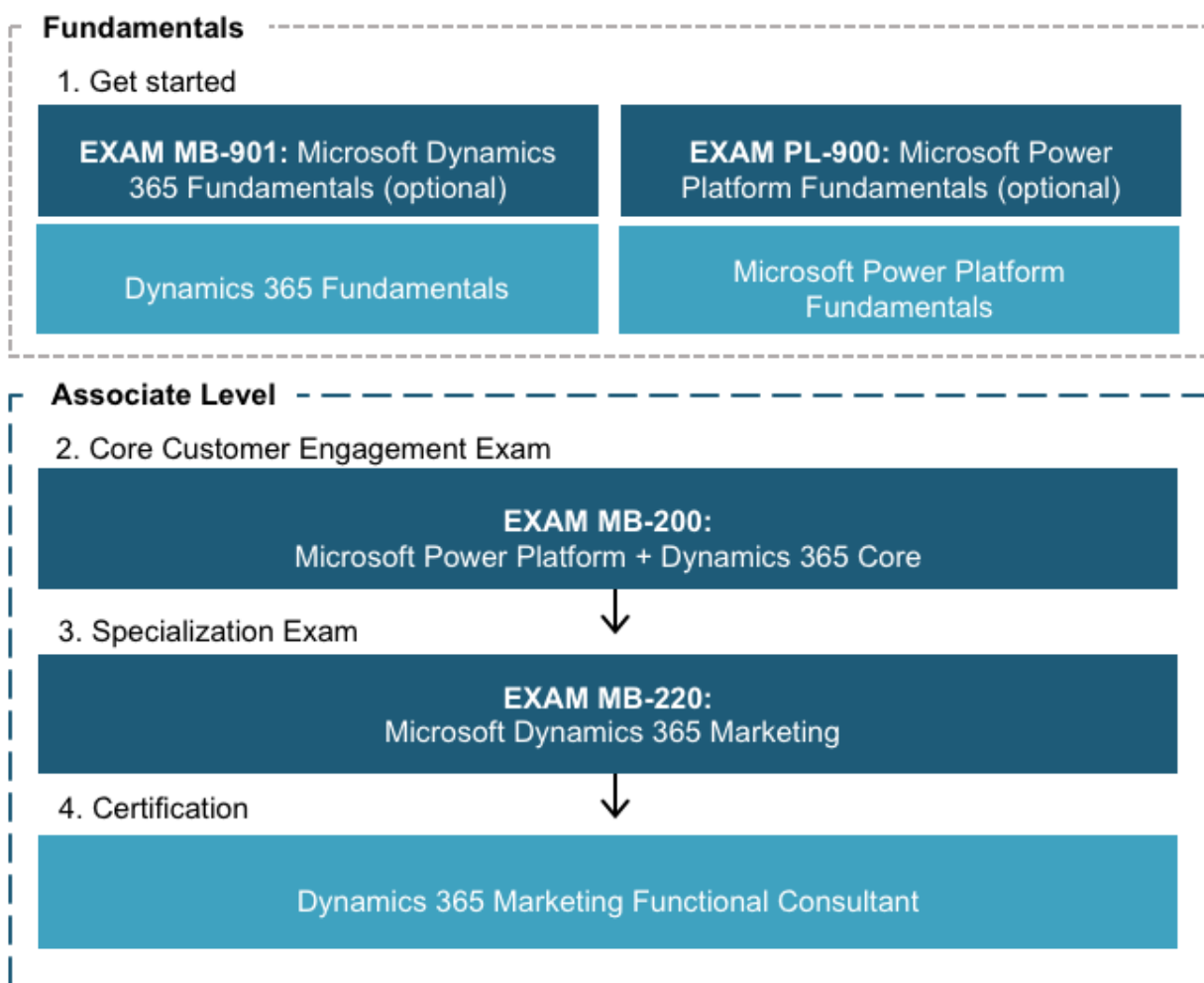
# Learning Path

## Microsoft Dynamics 365 Marketing Functional Consultant

To become a fully certified Microsoft Dynamics 365 Marketing functional consultant, a combination of two certification exams are required: **Microsoft Power Platform + Dynamics 365 Core (Exam MB-200)** and **Microsoft Dynamics 365 Marketing (Exam MB-220)**

If you are new to Microsoft Dynamics 365, we recommend you follow these steps:

- Go through the online self-study material listed in this document
- Register for instructor-led training to prepare for your certification exam



# 1. Fundamentals

## Get started with Microsoft Dynamics 365 and Power Platform

The Fundamentals learning paths are recommended if you are new to Dynamics 365 and are worth completing even if you don't want to take the optional exams.

### [Microsoft Dynamics 365 Fundamentals](#)

– **On Microsoft Learn** – *No registration required*

A starter learning path, with an optional exam, that will help you gain a deep understanding of the Dynamics 365 business applications and its target customers.

### [Power Platform Fundamentals](#)

– **On Microsoft Learn** – *No registration required*

Power Platform is a widely used tool in Microsoft Dynamics 365 implementations. We recommend learning about it early on.

## Prepare for your exam (optional)

Check your knowledge and make sure you are prepared with all the training resources and knowledge needed for the Dynamics Fundamentals and Power Platform exams.

### [Training for Microsoft Certified Dynamics 365 Fundamentals](#)

– **Downloadable document** – *No registration required*

### [Training for Microsoft Power Platform Fundamentals](#)

– **Downloadable document** – *No registration required*

## Book your exam (optional)

Book your exam slot, either in a test center or as an online proctored exam:

### [Microsoft Dynamics 365 Fundamentals \(Exam MB-901\)](#),

– **On Microsoft Learn** – *No registration required*

### [Microsoft Power Platform Fundamentals \(Exam PL-900\)](#)

– **On Microsoft Learn** – *No registration required*

## 2. Associate Level - Core

### Gain the skills for the Power Platform and Dynamics 365 Core exam

With the following modules you will get hands-on knowledge and learn how to work with Power Platform + Dynamics 365 Core to complete Exam MB-200.

#### Learn how to work with Power Platform

##### [Create a canvas app in Power Apps](#)

– On Microsoft Learn – No registration required

Learn how to create and customize an app, and then manage and distribute it.

##### [Create a model-driven application in Power Apps](#)

– On Microsoft Learn – No registration required

This learning path introduces you to creating a model-driven app in Power Apps that uses Common Data Service.

##### [Automate a business process using Power Automate](#)

– On Microsoft Learn – No registration required

This learning path teaches you how to build workflows, and how to administer flows using Power Automate.

##### [Create and use analytics reports with Power BI](#)

– On Microsoft Learn – No registration required

Learn how to use Power BI and build business intelligence reports.

#### Learn how to work with Customer Engagement

##### [Implementing Dynamics 365 Customer Engagement Online](#)

– On Microsoft Learn – No registration required

Learn how to create, design and install Microsoft Dynamics 365 Customer Engagement.

##### [Get started with Dynamics 365 Portals](#)

– On Microsoft Learn – No registration required

An introduction to the Dynamics 365 Starter Portals and the fundamentals of portal administration, maintenance, and troubleshooting.

##### [Work with portals in Dynamics 365](#)

– On Microsoft Learn – No registration required

This learning path describes how portal components work within context of Dynamics 365 to deliver the content and Common Data Service for Apps data to external and internal audiences.

## 3. Associate Level - Specialization

### Dynamics 365 Marketing

These are the recommended learning paths for the Microsoft Dynamics 365 Marketing exam.

#### [Set up Dynamics 365 Marketing and configure advanced settings](#)

– **On Microsoft Learn** – *No registration required*

Learn how to turn prospects into business relationships using Microsoft Dynamics 365 Marketing

#### [Work with core features in Dynamics 365 Marketing](#)

– **On Microsoft Learn** – *No registration required*

Learn how to create and manage marketing content such as marketing forms, pages, and emails.

#### [Manage events in Dynamics 365 Marketing](#)

– **On Microsoft Learn** – *No registration required*

This learning path covers the key elements to easily plan, execute, and follow up on events.

#### [Analyze insights in Dynamics 365 Marketing](#)

– **On Microsoft Learn** – *No registration required*

This learning path covers reviewing insights captured from contacts, leads, accounts, segments, and more.

## 4. Certification

### Prepare for your exam

Check your knowledge and make sure you are prepared with all the training resources and knowledge needed to become a fully certified Dynamics 365 Marketing functional consultant.

#### [Training for Dynamics 365 Marketing Functional Consultant](#)

– **Downloadable document** – *No registration required*

Book an instructor-led training course to gain the advanced knowledge you need, get hands-on lab practice and ask any questions you may have.

#### [Instructor-led virtual training course](#)

### Book your exam

To become a fully certified Dynamics 365 Marketing functional consultant you will need to complete two certification exams.

Once you're ready, follow the below links, log in to your Microsoft Learning account and book your exam slot, either in a test center or as an online proctored exam. The Microsoft Learning site will guide you through the process.

[Exam MB-200: Microsoft Power Platform + Dynamics 365 Core](#)

– On Microsoft Learning – *Free account required*

[Exam MB-220: Microsoft Dynamics 365 Marketing](#)

– On Microsoft Learning – *Free account required*