Magento® **U**

Table of Contents

Introduction to Magento U

Magento U's mission is to provide customers, partners, and developers with engaging and relevant training opportunities to help you get the most out of your Magento implementation. All of our courses are developed and delivered by Magento experts, giving you unprecedented access to some of the most talented Magento users. Magento U courses include practical, hands-on exercises designed so that you can immediately put into practice what you have learned.

Types of Courses

Depending on your particular role, we have courses to fit your needs:

- Merchants –Build and grow your business with Magento.
- Designers – Leverage Magento to create beautiful and effective online experiences.
- Developers – Learn how to leverage the architecture of Magento to customize and extend Magento.
- System Administrators – Ensure that you are running Magento on the most optimized environment.

Delivery Methods

Our courses are delivered in a variety of methods to give you the flexibility to take your training in a way that suits your needs:

- Live Instructor-Led Course
  - Physical Classroom
  - Online
- On-Demand, Online
  - Video Training

*Not all courses are available in all delivery methods; please refer to the course description for delivery options.

![Magento U logo]

eCommerce with Magento

For merchants and anyone interested in understanding how to leverage eCommerce to enhance their business

Duration
8 hours

Format
Instructor-led, Online

Target Audience
- Merchants who want to increase interaction and customer loyalty through a more engaging user experience
- Merchants who've outgrown their current websites and are looking to change platforms
- Merchants who are new to eCommerce and are looking to jumpstart their learning and avoid common pitfalls

Course Overview

Students will get up to speed on the current landscape of eCommerce and where it is heading. They will discover how a Magento eCommerce solution can enhance multiple aspects of their business, not just sales. Students will also learn how to optimize their Magento eCommerce site with best practices.

Course Outline

1. Overview: The eCommerce Landscape

- Trends, examples, quotes from industry sources

2. Increase Brand Awareness & Traffic

- Themes, traffic drivers, SEO, and increasing brand awareness

3. Generate Revenue

- Merchandising, navigation, payment options

4. Save Money & Improve Efficiency

- Order management, self-service, data-feeds, and QuickBooks

5. Increase Customer Satisfaction & Engagement

- Loyalty programs, gift cards, reviews – creating brand advocates

6. Selecting the Right eCommerce Platform for Your Business

- Built-in and advanced capabilities, extensible architecture

Learning Objectives

After completion of this course, students will be able to:

- Recognize and understand the state of eCommerce and trends of the future
- Analyze, plan, and design their Magento merchant site based on their specific requirements
- Leverage the many features included in the Magento platform to attract consumers, increase conversion rates, grow revenue, foster customer satisfaction, and maximize the return on their Magento investment.

Managing Your Magento Store

An essential training course on the Magento Admin panel to help optimize the management of your store

Duration

- 20 hours (Classroom)
- 8 hours (On-Demand)

Formats

- Live Instructor-led, physical classroom
- On-Demand, Video

Target Audience

Magento store owners, merchandisers, product marketing managers, customer service, operations management and staff.

Prerequisites

Understanding of eCommerce and familiarity with eCommerce systems

Course Overview

This course empowers merchants toward self-management of the Magento store. It will enable students to gain an understanding of the capabilities and parameters within the Magento Administration panel in the areas of:

- Catalog Management – eCommerce configuration, site behavior, and reports.
- Product Marketing – Merchandising, product management, brand management, and driving traffic on-site and off-site.
- Operations – Order management, fulfillment, and customer service.

Course Outline

1. Catalog Management

- Administration
- Site Configuration and Behavior
- Product Types
- Product Configuration
- Frontend Functionality
- Product Management
- Taxes
- SEO

- Site Performance Enhancement
- Cache and Index Management
- Multi-store Setup
- Reports

2) Product Marketing
- Customer Management
- Events, Sales, Promotions
- CMS Pages
- Newsletters
- Catalog Price Rules
- Shopping Cart Price Rules
- Import/Export of Customer Data

3) Operations
- Order Management
- Back End Order Placement
- Credit Memos/Returns
- Fulfillment
- Shipping
- Customer Service
- Transactional Email
- Shopping Cart Management
- Self-management Configuration

Learning Objectives

After this course, students will be able to:

- Understand system and configuration settings to develop desired behavior for their Magento site and store
- Manage their store for better performance and optimum customer experience
- Manage taxes and financial data to optimize profits
- Create and manage multiple sites to accommodate product reach
- Use promotions and effective check-out to create revenue
- Manage orders, invoices and shipments to enhance customer service
- Develop and control their store with native Magento features

Core Principles for Theming in Magento

For frontend developers and designers—Essential theme development skills for customizing the look and feel of websites on the Magento eCommerce platform

Duration
16 hours

Format
Instructor-led, Online

Target Audience
This course is designed for frontend developers, UI developers, and producers who will be creating and customizing themes for the Magento Enterprise Edition platform. Students should have experience theming/skinning other complex websites.

Prerequisites
Students must have a good knowledge of HTML and CSS. Students should also be comfortable editing HTML and CSS directly, not just using a WYSIWYG editor. Students should also be comfortable working with FTP clients. Some experience with PHTML and PHP is helpful but not required. Students should also already be familiar with the Magento Enterprise Edition feature set and frontend functionality.

Course Overview
This course provides a strong introduction to Magento's templating system and best practices. Class time combines lectures, guided examples, and hands-on lab exercises. Students will understand the fundamentals of Magento's templating system and learn how Magento themes work and all the components of a theme, especially layouts, page templates, and block templates.

Course Outline
1. Magento Templating System—Architecture and Components

- Gain a conceptual understanding of the Magento templating system and the components of the templating system and how they inter-relate.

2. Working with Themes

- Learn how to work with and apply themes to Magento websites, including understanding the directory structure, fallback hierarchy, and website scopes.

3. Recommended Approach to Customizing

- Understand what can and can't be changed at the theme level, including what can be customized without theming. Adopt a structured approach for evaluating and executing website customizations.

4. Working with Page Templates, Layouts, and Block Templates

- Understand the purpose, structure, and interrelationship of all of the key components of the Magento templating system. Learn how to modify templates at each level and the benefits of each.

5. Creating Your Own Default Theme

- Learn how to create your own design package and theme as a starting point for your designs.

6. Creating Modules with Custom Theme Components

- Learn how to create and declare the frontend layout components of a Magento module or how to use a module for your default theme overrides.

Learning Objectives

After this course, students will be able to:

- Customize both the look and feel and the functionality of a website at the theme level
- Create new themes from scratch and build them in a way that ensures the best possible upgrade path for their websites

Methods & Materials

This course is comprised of lecture and lab. Each student receives course handouts and lab materials and will have access to Magento Enterprise Edition source code during the course and for all examples presented in class and for lab exercise solutions. Students will use their own laptops for course exercises and labs.

Magento Performance & System Optimization for System Administrators

Duration
12 hours

Format
Online, Instructor-led

Target Audience
This course is designed for UNIX administrators with basic LAMP (Linux, Apache, MySQL, PHP) knowledge, who are responsible for maintaining infrastructure, performance, scalability, and system monitoring for servers on which Magento runs.

Prerequisites
Students must have knowledge of Linux basic commands and administration principles. Students should also have basic knowledge of the LAMP stack. MySQL knowledge is helpful, but not required.

Course Overview
This course provides an introduction to Magento performance tuning and best practices for configuring Magento in single- and multi-server environments, MySQL tuning, and PHP performance. Students will also have the opportunity to explore open source tools for benchmarking their Magento installation and for fine-tuning the database server.

Course Outline
1. Magento hosting overview

- Introduction
- Single node or multiple node servers
- Web Servers: Load balancing with Magento
- Which HTTP server to use (Apache and Nginx, in brief)

2. PHP byte-code accelerators

- APC and other accelerators, common principles
- Installing and configuring APC
- Monitoring APC and investigating correct cache size

3. Magento Cache Tuning

- Magento cache storages: Which - which one to use?
- Configuring and testing session storage

4. Database server optimization

- MySQL version notes
- Maatkit, innotop and mysqltuner tools

5. Testing performance benchmarking

- Testing site performance (introduction)
- Tools overview: ab, siege, jmeter, tsung

Learning Objectives

This course is designed to improve your knowledge of Magento-specific performance tuning of the UNIX systems used to host Magento. Learning objectives include:

- Establish backup procedure
- Propose optimal software & hardware
- Install & tune PHP accelerator
- Benchmark req/sec
- Balance loads
- Isolate performance bottlenecks
- Adjust Magento caches
- Adjust MySQL settings
- Devise database server monitoring plan
- Devise a plan for further system performance optimization

Quick Start to Magento Customization

Enabling developers to quickly get up to speed on creating customizations in Magento

Duration

4 hours

Format

On-Demand, Online Video Training

Target Audience

- Experienced PHP developers interested in learning how to design customizations, including avoiding bugs, achieving desired results, and ensuring compatibility with Magento upgrades
- Experienced PHP developers new to Magento working on a simple Magento project
- Junior PHP developers, working on a larger Magento development team

Prerequisites

- Familiarity with developing in a LAMP environment
- Basic understanding of UNIX-based systems
- Working knowledge of PHP 5.0+ and object-oriented programming techniques
- Familiarity with the MVC architecture pattern (recommended)

Course Overview

This course is designed to give Magento developers a quick start into making customizations in Magento. Students will create a custom module with a controller, a custom module that implements template-based visual customizations for customer-facing web pages, and a custom module that exchanges information with a database. In the process, they will learn some fundamental concepts about how Magento implements the M, V, and C in the MVC pattern.

Course Outline

1. Request Flow and Controller (The "C" in MVC)

- Code Pools
- Create Namespace
- Naming Conventions
- Create Module Folders
- Create Initial XML File
- Create Main XML File

- Define Controller
- Create Controller
- Test Module
- Request Flow

2. Rendering and View (The "V" in MVC)
- Module Skeleton
- Define Controller
- Create Controller
- Add Method
- Define Layout Update File
- Explore Layout Implementation
- Create Layout Update File
- Review Block Types
- Create a Block
- Define a Block
- Create Templates
- Create Skin, JavaScript
- Change Theme
- Test the Module
- Explore the Design Fallback
- Rendering (Request Flow, PHP Interpreter Journey)

3. Model and Resource Model (The "M" in MVC)
- Create a Module Skeleton
- Define the Setup Script
- Create Setup Script
- Define the Model and the Resource Model
- Create the Model and the Resource Model
- Create the Layout Update File
- Create a Template for the Frontend
- Register the Observer
- Create the Observer
- Display Comments Collection
- Create a Collection
- Display Single Comment
- Explore Model and Resource Model
- Explore Collections

Learning Objectives:

After completing this course, a student will be able to:

- Create a basic module with a controller
- Extend Magento functionality that involves visual aspects of customer-facing web pages
- Create and use models, and create database tables via setup scripts

Fundamentals of Magento Development

Essential development skills for implementing and customizing solutions on the Magento eCommerce platform

Duration
5 days (40 hours)

Formats
- Live Instructor-led, physical classroom
- On-Demand, Online Video training

Target Audience
Developers who want to learn the architecture, terminology, and core functionality of Magento, along with best practices for extending the platform. This course is appropriate for both developers who are new to Magento as well as those developers who are experienced with launching and extending the platform.

Prerequisites
Students must be familiar with developing in a LAMP environment and have a basic understanding of UNIX-based systems. Students must have a working knowledge of HTML, CSS, XML, PHP 5.0+ and object-oriented programming techniques. Familiarity with MVC and Zend Framework is strongly recommended but not required. Students should have at least 2 years of PHP experience and understand the basic principles of database operations (e.g., foreign keys, difference between engines, query and schema optimization).

Course Overview
This course will introduce the new Magento developer to the Magento architecture. The student will review how Magento leverages MVC, the Zend Framework, and object-oriented programming. The course will take the student through the process of Magento rendering, request flow, Adminhtml, database, and EAV. The course is lecture-lab format with extended hands-on exercises on Magento EE.

Course Outline
1. Basics

- General OOP and MVC concepts
- Event-driven architecture
- Magento module-based architecture

 Magento U *Course Catalog*

- Magento directory structure/naming conventions/code pools/namespaces/module structure
- Configuration XML
- Factory and functional class groups
- Class overrides
- Event observer

2. Request Flow

- Application initialization
- Front controller
- URL rewrites
- Request routing
- Modules initialization
- Design and layout initialization
- Structure of block templates
- Flushing data (output)

3. Rendering

- Template structure
- Blocks
- Design layout XML schema, CMS content directives

4. Working with Databases in Magento

- Models resource and collections
- Magento Object Relational Mapping
- Write install and upgrade scripts using setup resources

5. Entity-Attribute-Value (EAV) model

- Model concepts
- EAV entity
- Load and Save
- Attributes management

6. Adminhtml

- Common structure/architecture
- Form and grid widgets
- System configuration XML and configuration scope

- ACL (permissions)
- Enabling and configuring extensions

Learning Objectives

Students will leave the course understanding the Magento architecture, MVC and data models, how to work with Magento modules, and how to customize and extend Magento to ensure the best upgrade path for the websites they extend. Specifically, they will:

- Understand basic Magento structure
- Be familiar with terminology and core functionality
- Be able to perform basic functions such as:
  - Setting up new modules
  - Creating a new table in the database
  - Writing an upgrade script
  - Setting up new configuration variables
- Becoming familiar with basic Magento customization techniques such as:
  - Overriding classes
  - Using observers
  - Creating custom controllers
  - Overriding controller/action
  - Performing basic operations with layouts
  - Performing basic skinning operations

Methods & Materials

This course is comprised of lecture and lab. Each student will receive a *Student Guide* and lab materials and will have access to Magento Enterprise Edition source code during the course and for all examples presented in class and for lab exercise solutions. Students will use their own laptops for course exercises and labs.

Magento Checkout

6-Part Series for the Advanced Magento Developer

Course Overview

This series of courses provides an in-depth understanding of the architecture of Checkout in Magento, as well as hands-on practice in creating customized Checkout functionality according to Magento best practices.

After this series of courses, you should be able to:

- Trace the flow of data during Checkout operations
- Determine when customization is necessary
- Design customizations more quickly and efficiently
- Reduce the total time you spend creating and debugging Magento customizations
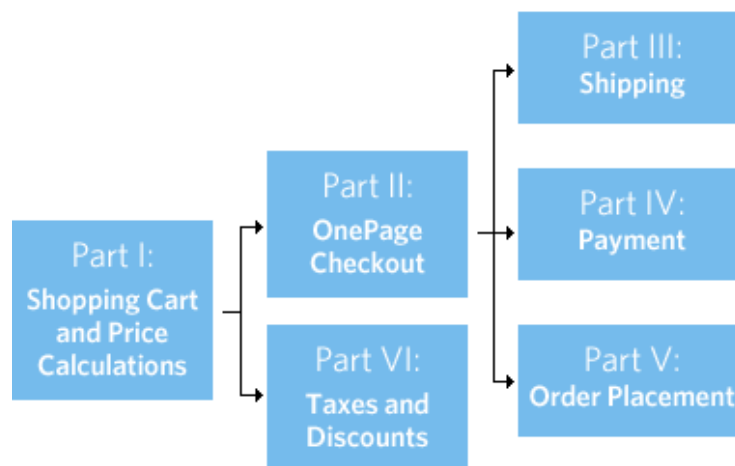
Each course is in the lecture-lab format, with extensive hands-on exercises on Magento EE.

Courses in the Series:

- Part I: Shopping Cart and Price Calculations (Available Now!)
- Part II: One-Page Checkout, On-Demand Format (Available Now!)
- Part III: Shipping (Available Now!)

Coming Soon:
- Part IV: Payment
- Part V: Order Placement
- Part VI: Taxes and Discounts

Target Audience

Senior Magento developers with at least 1 year of full-time experience developing Magento extensions

Prerequisites

This course assumes that the student has taken the "Fundamentals of Magento Development" course and/or has equivalent knowledge of basic Magento architectural concepts, as well as more advanced Magento functionality such as:

- Catalog – Understanding different product types, and having a general understanding of how a product's final price is calculated.
- Indexing – Understanding its role in price calculation.
- Customer operations – Understanding basic customer functionality.

The student should also have:

- A high level of familiarity developing in a LAMP stack environment.
- The ability to work in a Linux-based system.
- A good understanding of the basic concepts of configuring an Apache web server and the configuration of PHP required for Magento.
- A general understanding of Magento database structure, including the ability to write, optimize, and debug MySQL queries and design appropriate database schemas for required tasks.

Methods & Materials

This course is comprised of lecture and lab. Each student receives a *Student Guide*, which includes a complete copy of the course presentation, exercise handouts, exercise solutions, and access to Magento Enterprise Edition source code during the course. Students use their own laptops for course exercises and labs.

Course Notes

In addition to in-class exercises, additional time outside of class will be required to complete homework assignments.

Part I is the prerequisite to all subsequent Checkout courses. We recommend taking the other courses in sequential order. Part II is a short on-demand course that is a required prerequisite to Parts III, IV and V.

Magento Checkout – Part I: Shopping Cart and Price Calculations

Duration
15 hours (12 hours instruction, 3 hours in-class coding)

Format
Instructor-led, Online

Target Audience
Senior Magento developers with at least 1 year of full-time experience developing Magento extensions

Prerequisites
This course assumes that the student has taken the "Fundamentals of Magento Development" course and/or has equivalent knowledge of basic Magento architectural concepts, as well as more advanced Magento functionality such as:

- Catalog –Understanding different product types, and having a general understanding of how a product's final price is calculated.
- Indexing – Understanding its role in price calculation.
- Customer operations – Understanding basic customer functionality.

The student should also have:

- A high level of familiarity developing in a LAMP stack environment.
- The ability to work in a Linux-based system.
- A good understanding of the basic concepts of configuring an Apache web server and the configuration of PHP required for Magento.
- A general understanding of Magento database structure, including the ability to write, optimize, and debug MySQL queries and design appropriate database schemas for required tasks.

Course Description
In Part I, experienced Magento developers will learn how to make customizations related to the "Add-to-Cart" functionality and the process of calculating the prices of items in the shopping cart.

Learning Objectives

After this course, students will be able to:

- Identify and describe key elements of Magento shopping cart architecture
- Customize/extend the process of adding products to the cart
- Use "Quote," "Quote Item," and "Quote Address" operations for creating new extensions and customizations
- Identify and describe the "Total Models" schema in Magento
- Use the "Total Models" architecture for extending/customizing the price calculation in the Magento shopping cart

Course Outline

General overview of Checkout in Magento

- Checkout concepts
- General Checkout flow
- One-Page Checkout in Magento
- Multishipping Checkout in Magento

Shopping Cart

- Key entities in the shopping cart workflow
- Add-to-Cart flow
- Database structure
- Different product types in the cart
- Quote
- Quote Item
- Quote Address
- Address Item vs. Quote Item

Price Calculations

- Factors that affect price
- Total models architecture
- Subtotal and grand total models

Magento Checkout – Part II: Onepage Checkout

Duration
2 hours

Format
On-Demand, eLearning

Course Note
To register for this course, you must have successfully completed *Checkout I: Shopping Cart and Price Calculation* course and meet the target audience and pre-requites outlined in the Checkout Course series description.

Course Description
A strong understanding of the in the architecture of Onepage Checkout is critical to learning how to create extensions and customizations in this area of Magento. The foundational knowledge you gain in this course will be required when learning other areas of Magento checkout such as Shipping, Taxes and Payment methods.

Learning Objectives
After this course, students will be able to:

- Trace the flow of steps and data during Onepage Checkout
- Describe how to perform several types of customizations

Course Outline
Onepage Checkout Architecture

- Checkout Steps Overview
- Converters Concept
- Steps processing
- Checkout Type Models
- Login Step
- Billing/shipping addresses

Magento Checkout – Part III: Shipping

Duration
16 hours (14 hours instruction, 2 hours in-class coding)

Format
Instructor-led, Online

Course Note
To register for this course, you must have successfully completed *Checkout I: Price Calculation* and *Checkout II: Onepage Checkout On-Demand Course.*

Course Description
Experienced Magento developers will gain a deeper understanding of the architecture of Shipping methods in Magento, including the important role of the Shipping Address object. In hands-on exercises, they will learn how that knowledge makes it easier and more efficient to create custom shipping methods and calculations, customize the shipping-related user interface, and more.

Learning Objectives
After this course, students will be able to:

- Create new shipping method
- Customize/extend/debug existing shipping methods
- Customize shipping rates calculation

Course Outline
Shipping method key definitions

- Shipping address, shipping method, shipping carrier, shipping rate, package, package weight, shipment handling, shipment tracking info

Shipping-related steps of the Magento onepage checkout

- General flow of saving shipping address and shipping rates
- Shipping method processing flow

Shipping method architecture in Magento

- Native shipping methods Overview
- Typical shipping method configuration
- Shipping carrier and rate

Magento shipping rates calculation approach

- Calculation rates flow overview
- Rate request/response objects concept
- Building and executing shipping rate request

Shipping price calculation

- Shipping total model
- Shipping promotions
- Get a quote functionality

Native shipping methods

- Flat rate
- Free shipping
- Table rate
- USA-related methods (FedEx, UPS, USPS)

Magento Developer Certification

The Ultimate Magento Credential

Magento Developer Certification is a mid-advanced level certification geared toward professional developers that have real-world experience with Magento implementations. The exams provide a way for qualified, experienced Magento developers to demonstrate and validate their skills. Developers who pass one of the exams can use the valued Magento Certified Developer credential in marketing their services. There are two exams in the Magento Certified Developer portfolio.

Magento Certified Developer

A Magento Certified Developer can skillfully use all business processes in Magento, such as:

- Structure of catalog, indexes, promotions, price generation logic
- Architecture of checkout, payment/shipment methods, sales/order processing
- Advanced core knowledge — forms/grids full functionality, API, widgets, etc.
- A Certified Magento Developer can make design decisions on the code level, including how to parse data files, steps of import, data verification, logging, and so on

About the Exam

- 70 multiple-choice questions
- 90 minutes to complete the exam
- Based on Magento Community Edition 1.7
- No hardcopy or online materials may be referenced during the exam
- No prerequisites; we recommend taking the "Fundamentals of Magento Development" course as a first step
- *Study Guide* available

Magento Certified Developer Plus

The Magento Certified Developer Plus is skillful in the use of Magento Enterprise Edition and has delved into details of the structure of Magento that many have not often explored, but which can provide an advantage when implementing a site using Magento.

About the Exam

- 85 multiple-choice questions
- 120 minutes to complete the exam
- Questions relating to the Magento Community Edition are based on v.1.7 and questions relating to Magento Enterprise Edition are based on v.1.12
- No hardcopy or online materials may be referenced during the exam

- No prerequisites; we recommend taking the "Fundamentals of Magento Development" course as a first step
- *Study Guide* available

Social Learning: Magento Developer Certification Preparation Study Group – Moderator's Kit

Overview

The Magento Developer Certification Preparation Group Study Program is designed to prepare participants for the challenge of taking the Magento Developer Certification Exam. The focus of the program is to enable both group study and self-study in an effective, programmatic way. The group activities guide the student through the study guide, Magento source code, and structured exercises in a manner that facilitates coverage of exam topics in a group setting.

Magento offers this kit to arm the moderator of a study group with the program content. The kit provides the moderator with the tools to set up and run a study group. The kit includes a structure for the content, a time frame, and exercises and sample solutions to facilitate the group study.

Who should buy this kit?

Any developer who meets the prerequisites for taking the exam (see http://www.magentocommerce.com/certification/) can become a moderator of a study group and use this kit to drive the learning of a team. This kit can also be purchased and used by an individual preparing for the exam.

Duration

Twelve 1-hour meetings for group study. Additional time will be required outside of meetings for participants to complete the exercises.

Group Size

We recommend 8-12 participants (including the moderator) per group.

Meeting Structure

The meetings are designed to give the participants and moderator a chance to review and discuss the certification topics. The weekly meetings help keep the momentum of the group progressing through the study guide and exercises. Each week the group will meet to discuss and review one section from the exam. Group discussion will focus on reviewing the exercises from the previous week and an introduction to the topic of the current week. The questions asked in each section of the study guide act as a framework for this discussion. By discussing these as a group, participants will benefit from the knowledge and approaches to the exercises taken by other group members. At the conclusion of the meeting, a brief introduction of the exercises for the week is given and the meeting concludes with Q&A. The moderator's role is to guide and facilitate these meetings.

Exercises

The exercises focus the students on specific areas of Magento that are covered by the certification exam. Solving the exercises requires participants to apply knowledge which is applicable to many areas of the exam. A participant who is already familiar with the topics should be able to complete the weekly exercises within 4-8 hours.

Meeting Outline

Meeting 1
- Introductions
- High level overview of the Study Guide topics
- Explaining the meeting format for the following meetings

Meeting 2
- Basics
- Request Flow

Meeting 3
- Rendering
- Widgets

Meeting 4
- ORM
- Database
- Setup Scripts

Meeting 5
- EAV

Meeting 6
- Adminhtml

Meeting 7
- Catalog

Meeting 8
- Catalog Price Rules
- Shopping Cart Price Rules
- API

Meeting 9
- Checkout

Meeting 10
- Orders, Invoices, Shipments, Credit Memos
- Shipping

Meeting 11
- Payment

Meeting 12
- Customer
- Review

Content Included in the Moderator Kit

A downloadable package of content including PDFs and sample code files:

- Detailed agenda for each meeting
- Moderator Guidelines
- Study Guide
- Multiple exercises per topic area
- Twelve sample exercise (code) solutions (one per topic area)
- Participant handouts

Course Note

The topics from the Plus certification exam are not part of this Study Group program.

Current Schedule* and Pricing

January	Price (USD)	Location	Dates
Fundamentals of Magento Development	$3850	Cape Town	January 21 – 25, 2013
Core Principles of Theming in Magento	$1850	Online	January 7, 8, 9, 10, 14, 15, 16 & 17, 2013
eCommerce with Magento	$950	Online	January 28 – 31, 2013

February	Price (USD)	Location	Dates
Fundamentals of Magento Development	$3850	Austin	February 4 – 8, 2013
Fundamentals of Magento Development	$3850	Paris	February 11 – 15, 2013
Fundamentals of Magento Development	$3850	Los Angeles	February 25 – March 1, 2013
Core Principles of Theming in Magento	$1850	Online	February 4, 5, 6, 7, 11, 12, 13 & 14, 2013
Checkout I	$500	Online	February 4 – 7, 2013
Magento Performance & System Optimization for System Administrators	$1850	Online	February 25, 27, March 1, 4, 6 & 8, 2013

March	Price (USD)	Location	Dates
Fundamentals of Magento Development	$3850	New Jersey	March 11 – 15, 2013
Fundamentals of Magento Development	$3850	London	March 18 – 22, 2013
Magento Checkout – Part III: Shipping	$500	Online	March 4 – 7 , 2013
Core Principles of Theming in Magento	$1850	Online	March 11, 12, 13, 14, 18, 19, 20 & 21, 2013

April	Price (USD)	Location	Dates
Fundamentals of Magento Development	$3850	Los Angeles	April 22 – 26, 2013
Checkout I	$500	Online	April 15, 17, 19 & 22, 2013
eCommerce with Magento	$950	Online	April 16, 18, 22, 24, 2013

May	Price (USD)	Location	Dates
Fundamentals of Magento Development	$3850	Sydney	May 20 – 24, 2012
Fundamentals of Magento Development	$3850	Munich	May 27 – 31, 2012
Magento Performance & System Optimization for System Administrators	$1850	Online	May 13, 15, 17, 20, 22 & 24, 2013

June	Price (USD)	Location	Dates
Fundamentals of Magento Development	$3850	Los Angeles	June 3 – 7, 2013
Fundamentals of Magento Development	$3850	Paris	June 24 – 28, 2013
Core Principles of Theming in Magento	$1850	Online	June 17, 18, 19, 20, 24, 25, 26, & 27, 2013

*Subject to change; for the most current schedule of classes please check the schedule posted online at: http://www.magentocommerce.com/training/course-schedule

Terms and Conditions

REGISTRATION

Registrations for a training course can be made by completing an online form available on the Magentocommerce.com website, or from a Magento sales representative or Training Partner.

COURSE FEES AND PAYMENT OPTIONS

The course fee for public classes will be charged per participant for the entire course. Fees vary in accordance with the course level, duration, and delivery method. A listing of the course schedule and related fees is available on the Magentocommerce.com website or from a sales representative.

Unless otherwise noted, course fees permit attendance at all the class sessions specifically designated for that course topic, date, and time period and any materials that have been created for all participants with the express purpose of facilitating the learning within the course. Any classes missed by the participant, through no negligence or technical issues caused by Magento, remain the responsibility of the participant, and "make-up" sessions are not available as part of the original fee paid. Fees do not include the cost of travel, accommodation, food, or any other extra services.

Any discounts that may apply as part of an agreement or special promotion cannot be combined, unless specifically granted by Magento. Magento reserves the right to review and change course fees without notification. However, course dates that were booked prior to the price change, and for which Magento has received valid payment, will be honored at the fee that was applicable at the time of booking.

Magento accepts the following forms of payment:

• Purchase Order (net 30)

• Credit Card (Visa, MasterCard, American Express)

• Bank Transfer

Training fees are all due in advance and at time of registration. Magento reserves the right to remove any applicable discounts if a Purchase Order or equivalent has not been received four (4) calendar weeks before a training delivery is due to begin.

For volume discounts applied to a specific client, or large pre-payments made by a specific client, the total purchase order amount will be invoiced by Magento upon receipt

of the Purchase Order, or equivalent, and will be independent of when the training is delivered.

CONFIRMATION

Magento will send a confirmation email, fax, or letter to the participant and/or participant's company training contact once the completed registration and a valid form of payment have been received. Registrations for which a valid form of payment has not been received at least 5 (five) business days prior to the start of the course will not be confirmed, and Magento reserves the right to release any unconfirmed seats, at any time, without notice.

CANCELLATION OR RESCHEDULING REQUEST BY THE CUSTOMER

In order to receive a full refund, cancellations and rescheduling notifications must be made in writing to training@magento.com at least 10 (ten) working days prior to the start of the course date. When requesting a rescheduled registration, the customer shall endeavor to reschedule the course for a mutually acceptable date no later than twelve (12) weeks from the original requested start date of the course(s) based on course availability.

If a cancellation or rescheduling request is received less than 10 (ten) working days before the event, or in the case of absence without any notice, the stipulated training fee will be fully charged without further notification. The customer has the right to send another participant as a substitute, provided that any applicable prerequisites have been completed. This change in booking is free of charge. There are no refunds for partial use of services or partial attendance.

CANCELLATION OR RESCHEDULING BY MAGENTO

Magento may cancel or reschedule a training course if the number of participants is less than that specified for the relevant event, or if an instructor is incapacitated through illness, or for other reasons of a serious nature.

If a participant is unable to attend as a result, any payment already made will be refunded or applied to the customer's account. All further claims are excluded. For on-site or classroom trainings, Magento shall not be liable for non-refundable travel arrangements if a course is cancelled or rescheduled.

COPYRIGHT / INTELLECTUAL PROPERTY RIGHTS

The copyright in and all other intellectual property rights relating to the course documentation, and any other training materials provided to the course participants, are solely owned by and hereby reserved to Magento. Under no circumstances may the

whole or any part of the course documentation be produced or copied in any form or by any means or translated into another language without the prior written permission of Magento. Training materials are defined to also include all electronic knowledge products or learning systems which have been given to the participant on a storage device or made accessible via the Internet. Any software materials provided as learning aids are not to be used in any commercial form. Offenders are liable for payment of damages.

WAIVERS

For courses that have mandatory prerequisites, participants may apply for a waiver if they believe their existing knowledge and experience are sufficient to attend a Magento training course without having completed its prerequisites. Upon receipt of a waiver request, a Magento instructor may contact the participant to verbally assess his/her knowledge and experience in order to determine whether or not it is appropriate to provide the participant with a prerequisite waiver.

If the requested waiver is issued, it is the full responsibility of the participant to ensure that the knowledge and/or experience that he or she may lack does not disturb the other participants in the class. By accepting a prerequisite waiver, the participant accepts that any topics that would have been part of one or more of the prerequisite course(s) will not be covered during or after the course for which she or he registered.

COURSE CONTENT

Magento reserves the right to amend the content of any course without notice to the participants where, at the sole discretion of Magento, such amendment is deemed not to fundamentally change the content of such course.

RULES OF PARTICIPATION

On-site or Classroom Sessions:

Participants are requested to come to the training site 30 minutes before the start of class on the first day. Participants and/or their supervisors are requested not to make return travel arrangements that may affect or disrupt the duration of the course.

Each student attending Magento courses shall comply with all regulations and procedures established and communicated for the course. The customer shall remain responsible for the activities and behavior of its participants while on Magento premises. The customer is liable to pay for any damage that is caused by their participant to any property belonging to Magento.

Course materials and equipment are provided by Magento and are intended for training purposes only. Equipment, if provided, may not be used at any time for other reasons, and i not intended to provide Internet access.

Software made available by Magento for training purposes must not be removed, nor may it be copied either wholly or in part or rendered useable in any other form for which consent has not been obtained.

Participants must not access or attempt to access any Magento computer-based data that is not specifically part of the training course.

Magento will not accept liability for any damage that may result from possible viruses on copied file disks or other external file storage devices. Disks, mobile hard disks, or any other external file storage devices brought in by participants must not be used on Magento's computers. Mobile phones must be switched off during class, and calls may only be made or received during class breaks so as to not disturb the instructor(s) and/or other participants.

Magento reserves the right to exclude any participant from attending any course due to disorderly conduct, failure to observe any of Magento's rules of participation, or failure to attend the prerequisite class(es) for a particular course without having obtained a valid prerequisite waiver. No refund of fees shall be paid to the participant or his/her employer in such circumstances.

WARRANTIES AND LIABILITIES

While every effort is made by Magento to ensure that its course instructors are appropriately qualified and trained, Magento does not accept liability for any loss, cost, or expense or for any special or indirect or consequential damages arising from negligence, misconduct, or lack of skill in delivering the course(s).

ON-SITE TRAINING AND CUSTOMIZED TRAINING

The price of on-site and/or customized training shall be negotiated prior to the offering. For training at the customer's requested location, all travel, accommodation, and living expenses for the instructor(s) must be paid for by the customer in addition to daily course cost, unless specifically agreed differently by the customer and the Magento Training Manager.

Quotes for on-site training delivery and customized training as issued by Magento shall be valid for 1 (one) month, unless specifically agreed differently by the customer and the Magento Training Manager. The validity period applies to the price offered in the quote. A quote does not guarantee that Magento will have the necessary resources available to deliver the specified training at the requested time.

In the case of customized training, no chargeable work shall be undertaken by Magento before a valid form of payment is received.

In case of cancellation, notification must be received in writing. Magento charges a 50% cancellation fee for classes cancelled 10 (ten) or fewer business days prior to the start date of the course. Cancellations with less than 10 (ten) days' notice are 100% non-refundable. In addition, any chargeable work already undertaken by Magento will also be charged to the client.

If any classroom, classroom equipment, hardware, or software provided by the client for use by Magento in the delivery of training to the client is not provided as agreed, Magento will not be responsible for any associated inconvenience or disruption caused to the training delivery and reserves the right to invoice for the training delivery in full.

Contact Magento U

Email: training@magento.com

Training: http://www.magentocommerce.com/services/training

Certification: http://www.magentocommerce.com/certification/

Magento U *Course Catalog*