MAGENTO COURSE CATALOG

Courses are subject to change and new courses will continue to be added.
Please check our website for latest catalog of courses.

MAGENTO U

SPRING / SUMMER

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Table of Contents

E-Commerce with Magento
For Merchants and anyone interested in understanding how to leverage e-Commerce to enhance their business

Duration
1-Day

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

Course Overview
Students will get up to speed on the current landscape of e-Commerce and where it is heading. They will discover how a Magento e-Commerce solution can enhance multiple aspects of their business, not just sales. Students will also learn how to optimize their Magento e-Commerce 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, extendable architecture

Learning Objectives

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

- Recognize and understand the state of e-Commerce 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.

Format

Instructor-led, classroom

Price

$950.00 per student

Core Principles for Theming in Magento

For front-end developers & designers—Essential theme development skills for customizing the look and feel of websites on the Magento e-Commerce platform

Duration
2 days

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

Format
Instructor-led, Classroom

Price
$1,850 per student

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 should bring their own laptops for course exercises and labs.

Fundamentals of Magento Development

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

Duration

5-Day

Audience

1. Developers who are new to Magento or have limited experience launching simple Magento sites
2. Developers who are interested in learning the architecture, terminology and core functionality of Magento and the basics and best practices of extending the platform

Pre-Requisites

3. 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 Description

This course will introduce the new Magento developer to the Magento architecture.   The student will review how Magento leverages MVC, Zend Framework and Object-oriented programming.   The course will take the student will go 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
   o General OOP and MVC concepts
   o Event-driven architecture
   o Magento module-based architecture
   o Magento directory structure/naming conventions/code pools/namespaces/module structure
   o Configuration XML
   o Factory and functional class groups
   o Class overrides
   o Event observer

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

3. Rendering
   - o Template structure
   - o Blocks
   - o Design layout SML schema, CMS content directives

4. Working with Database in Magento
   - o Models resource and collections
   - o Magento Object Relational Mapping
   - o Write install and upgrade scripts using set up resources

5. Entity-Attribute-Value model
   - o Model concepts
   - o EAV entity
   - o Load and Save
   - o Attributes management

6. AdminHTML
   - o Common structure/architecture
   - o Form and Grid Widgets
   - o System configuration XML and configuration scope
   - o ACL (permissions)
   - o 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:
   - o Setting up new modules
   - o Creating new table in the database
   - o Write an upgrade script
   - o Set up new configuration variables

- Be familiar with basic Magento customization techniques such as:
  - Overriding classes
  - Using observers
  - Creating custom controllers
  - Override controller/action
  - Basic operations with layouts
  - Basic skinning operations

Format:
Instructor-led, classroom

Price:
$3,850.00 per student

Methods & Materials
This course is comprised of lecture and lab. Each student will receive a Student Handbook 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 should bring their own laptops for course exercises and labs.

Order Management with Magento

(Scheduled on Request)

Duration
½ day

Audience
Customer Service Representatives (CSRs) who need to be able to utilize the Magento Admin panel to accomplish specific tasks such as taking orders and assisting customers with online shopping needs.

Pre-requisite Skills
Basic computer skills

Overview
Understand how to get the Magento Admin panel to work for you and your team.

Content Modules
Meet the Magento Admin Panel
Take and edit orders
View existing customers, orders
Reorder items for customers
Process orders, create invoices, shipments and credit memos

Learning Objectives
Students will be able to do the following after completion of the course -
Find relevant information within Magento's Admin Panel
Demonstrate the ability to create two new customers and two new orders
Reorder an item for an existing customer
Create a full order – from beginning to shipping
Return part of a new order, and issue a credit memo

Format
Classroom, Instructor-led or On-line, Instructor-led

Price
Quote only.

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 are 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 that 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 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 pre-requisites, 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 s/he 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 s/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 are 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 (a) participant(s) 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 pre-requisite 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.