



MAGENTO COURSE CATALOG 1HALF - 2011

Courses are subject to change and new courses will continue to be added. Please check our website for latest catalog of courses. February 06, 2011.



E-Commerce with Magento

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

Duration

1-Day

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 default 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

Price

\$1,850 per student

Delivery Format

Instructor-led, Classroom

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

4. Developers who are new to Magento or have limited experience launching simple Magento sites
5. 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

6. 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

- General OOP and MVC concepts
- Event-driven architecture
- Magento module-based architecture
- 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 SML schema, CMS content directives

4. Working with Database in Magento

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

5. Entity-Attribute-Value 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 new table in the database
 - Write an upgrade script
 - 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

\$425.00 per student