



# Adobe Magento Commerce

## Managing Your Magento 2 Store

**Course description:** Managing Your Magento 2 Store is a 3-day instructor-led (in a class or virtual) course, where you will learn the basic information needed to set up and manage a Magento 2 store.

**Duration:** 24 hours

**Magento Version:** 2.3.x

**Prerequisites:** Understanding of and familiarity with e-commerce systems.

**Target audience:** Administrator, Business practitioner, Creative, Magento Store Owners, eCommerce Managers, Merchandisers, Product or Marketing Managers, Customer Service, Operations Management and Staff.

### Objectives

After completing this course, you will be able to:

- Set up and manage your catalog, including category structure, product types, using layered navigation, multiple inventory sources, and product relations
- Manage customer accounts and groups
- Set up and use tax rules, payment and shipping methods, store emails, and reports
- Create and manage orders, invoices, shipments, and credit memos
- Create and manage content including blocks, widgets, and category landing pages

### Course Materials

- Unit 1 Student Guide
- Unit 2 Student Guide
- Unit 3 Student Guide
- Unit 4 Student Guide
- Unit 5 Student Guide
- Unit 6 Student Guide
- Unit 7 Student Guide
- Unit 8 Student Guide

### TOPICS

- Admin Overview
- Application Architecture
- Create Users, Roles and Role Scopes
- Set up for Business
- Creating Categories
  - › Category Landing Page Appearance
- Product Types and Creation
- Product Import / Export
- Gift Cards
- Layered Navigation
- Category Permissions
- Arranging Products and using Visual Merchandiser
- Product Relations and Rule Based Product Relations
- Customer Accounts and Wishlists
- Gift Registries
- Customer Management
- Store Communications
- Taxes, Payments and Shipping
- Checkout Experience
- Gift Wrapping and Receipts
- Fraud Protection
- Business Operations Reports
- Fulfillment Process and Returns RMA
- Content and Marketing
  - › Blocks, Pages, Widgets
  - › Promotions
  - › Catalog and Cart Price Rules
  - › Dynamic Blocks
  - › Customer Segments
  - › Page Hierarchy
  - › Content Staging and Preview, Page Builder CMS
- SEO: URL Rewrites, Metadata
- Customer Engagement
- Reward Points
- Reports for Marketing Users

### Start Learning Today

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