

Adobe Commerce Business Practitioner Training (Professional)

OEM: Adobe • Duration: 5 Days (40 hrs) • Code: AD0-E712

COURSE MODULES & TOPICS

Magento Open Source Core Features (49%)

- Identify the features of Magento Open Source
- Distinguish the correct scope and when to use each
- Demonstrate knowledge of Catalog Management
- Manipulate pricing by using Magento Open Source features
- Describe the standard customer journey
- Describe the standard order lifecycle
- Describe the day-to-day tasks involved in store maintenance
- Explain the different types of content elements and when to use them

Adobe Commerce Basics (14%)

- Identify the key features available in Adobe Commerce
- Identify service add-ons in Adobe Commerce
- Identify hosting options for Adobe Commerce

Digital Marketing and eCommerce Fundamentals (24%)

- Identify the basic uses of Digital Marketing tools (Google Analytics/Adobe Analytics, Google Tag Manager, email marketing, segmentation, social plugins)
- Explain the basic principles of SEO
- Identify the basic uses of common eCommerce tools (such as shopping feeds)
- Identify the key features of an eCommerce website
- Identify the basic eCommerce concepts (including storefront options)

Compliance / Security Basics (13%)

- Understand the basics of compliance for privacy laws and payment security
- Identify common security aspects of an Adobe Commerce project
- Identify best practices and legal requirements of accessibility compliance