MOORE NORMAN
TECHNOLOGY CENTER

Ecommerce: Advanced Techniques using WooCommerce (Online)
CDOLT235

Hours :   In Class 6   Clinical 0   Total 6

Description

This course will teach you advanced e-commerce techniques and introduce new sales strategies for your existing WooCommerce website. Once you have the basic knowledge of WooCommerce, this class will take the next steps to add additional functionality to your store and provide a better understanding of the WooCommerce system.

Prerequisites

Website in a Weeknight (or equivalent experience with basic Wordpress)

Learning Objectives

1. Identify the location of and modify WooCommerce pages: archive, single product, cart & account pages.
2. Add conditional free shipping & local pickup options to your store.
3. Implement product grouping for maximum product exposure.
4. Add digital downloads as a product in your store.
5. Build an advanced sidebar with categories, cart & search.
6. Add coupons to your store
7. Add site-wide store notices.

Teaching Philosophy

We believe that instructors, staff, and administrators have a shared responsibility to provide: 1) innovative course design and instruction; 2) a safe, learner-centered environment; and 3) an authentic learning experience.

Teaching Methods

Methods include lecture, class discussion and demonstrations.

Evaluation Methods

Student success is based on participation in class activities and the completion of exercises. A certificate of completion requires successful completion of all assigned work within the established time frame. Types of graded assignments will be projects, review questions, activities and assignments.
Grading Policy:
S = Satisfactory
U = Unsatisfactory
A course grade of Unsatisfactory does not qualify the course as a prerequisite to other courses.

Grading Policy

 A certificate of completion requires a minimum of 80% attendance and completion of all assigned work.

Student Responsibilities

To ensure a quality and safe learning environment, students are required to follow the Post-Secondary Student Behavior policy #560. This policy can be found at www.mntc.edu/board-policies. Printed copies are available upon request.

Students are expected to attend class and participate in class discussions and activities and assignments.

Students must be on time and meet the attendance policy set for this class which is 80% attendance.

Have created or manage a website in Wordpress