

## **WCS BUSINESS USER**

### ❖ **OBJECTIVE:**

- Describe the tools, features, functions, purpose, and user interface of WebSphere Commerce Management Center.
- Create and manage catalog and marketing assets using the Management Center assets tool
- Create and manage catalog content and sales catalogs using the Management Center catalogs tool
- Create and manage merchandising associations using the Management Center catalogs tool
- Create and manage Web activities and marketing experiments using the Management Center marketing tool
- Define and manage promotions using the Management Center promotions tool
- Manage customer segments and perform targeted marketing using the Management Center marketing tool
- Manage e-mail marketing activities and templates using the Management Center marketing tool
- Set up Web and dialog activities and marketing campaigns using the Management Center marketing tool
- Analyze business scenarios and effectively utilize Management Center tools to accomplish e-commerce business tasks

### ❖ **KEY TOPICS:**

- Course introduction.
- Management Center overview.
- Managing assets and directories.
- Exercise: Setting the stage: Creating initial files and attachments
- Updating product information.
- Exercise: Managing merchandise: Changing product attributes
- Changing product pricing.
- Exercise: Day-to-day maintenance: Updating product pricing
- Creating product demand.
- Exercise: Overstock liquidation: Leveraging the marketing tool
- Testing marketing content.
- Exercise: Experimentation: Finding the best advertisement
- Creating loyalty incentives.
- Exercise: Customer retention: Encouraging the repeat buyer
- Encouraging social participation.
- Exercise: Social commerce: Rewarding your contributors
- Displaying targeted advertising.
- Exercise: Personalized shopping: Connecting customers to content
- Scheduling marketing campaigns.
- Exercise: Organize your activities: Creating marketing campaigns
- Encouraging new customer purchases.
- Exercise: Customer acquisition: Achieving the first sale
- Breaking down business scenarios.