

Executive Education training document

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Spree 101

General overview:

- Ecommerce tool (used for getsmarter.com) used to update the metadata for a product.
- This tool is used to "set a course page live" and "take down live pages".

Navigation:

Spree home page

Orders

Returns

Products

Reports

Promotions

Users

Configurations

Documents

4.0.8

Geag Profiles

Orders

+ New Order

FILTER

Quick search...

1

2

3

4

5

...

Next >

Last >

15

COMPLETED AT	NUMBER	RISKY	STATE	PAYMENT STATE	ACCOUNT TYPE	CUSTOMER E-MAIL	TOTAL	
2024-02-03 5:44 PM	R736947276	Safe	complete	paid	B2C	marco.rossi@frsp.org	\$2,720.00 USD	
2024-02-03 5:42 PM	R161163761	Safe	complete	balance due	B2C	dbbmangue@gmail.com	\$2,090.00 USD	
2024-02-03 5:28 PM	R655824018	Safe	complete	balance due	B2C	ala.alardan@gmail.com	5,628.00 SAR	
2024-02-03 5:13 PM	R244003078	Safe	complete	balance due	B2C	keitumetsemazibuko105@gmail.com	R14,500.00 ZAR	
2024-02-03 5:10 PM	R397021255	Safe	complete	balance due	B2C	similombard@gmail.com	R14,500.00 ZAR	
2024-02-03 4:57 PM	R728651722	Safe	complete	balance due	B2C	ntwananojasper2@gmail.com	R12,500.00 ZAR	
2024-02-03 4:49 PM	R150119407	Safe	complete	balance due	B2C	rolandmhango@gmail.com	\$542.00 USD	
2024-02-03 4:48 PM	R470606042	Safe	complete	balance due	B2C	rozariaklaase@gmail.com	R19,900.00 ZAR	
2024-02-03 4:47 PM	R007319189	Safe	complete	balance due	B2C	cynthia.vass@gmail.com	\$2,500.00 CAD	
2024-02-03 4:44 PM	R765752975	Safe	complete	balance due	B2C	sr.biyogonguema@gmail.com	\$1,956.00 USD	
2024-02-03 4:40 PM	R654110590	Safe	complete	paid	B2C	kkpeabody@gmail.com	\$600.00 USD	

- On the home page, navigate to the left hand panel and click on “products”
- Click on “products” to view all listed course pages on Spree

Orders

Returns

Products

Option Types

Properties

Prototypes

Taxonomies

Taxons

Relation Types

Reports

Promotions

Users

Configurations

Documents

4.0.8

Geag Profiles

Orders

15

> FILTER

Quick search...

1

2

3

4

5

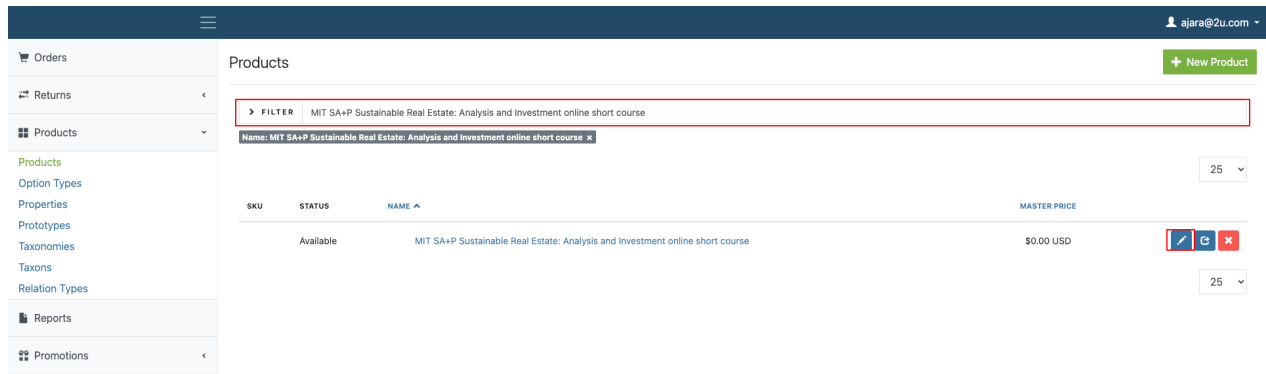
...

Next >

Last >

COMPLETED AT	NUMBER	RISKY	STATE	PAYMENT STATE	ACCOUNT TYPE	CUSTOMER E-MAIL	TOTAL	
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2024-02-03 4:40 PM	R654110590	Safe	complete	paid	B2C	kkpeabody@gmail.com	\$600.00 USD	

- Use the search bar to look up product and click on the edit icon to edit page contents



Spree elements we update:

- **Slug field:** ensure that the slug matches with the SEO recommended in the launch pack under the SEO Requirements section.
- **Taxons:** product categorisation on getsmarter.com based on subject matter and university the course displays under
- **Meta title:** copy and paste what's exactly on the launch pack
- **Meta description**
- **Meta Keywords**

To "set a course page live" and "take down live pages"

- We use the same field to set live and remove a short course from getsmarter.com
- The “**Available on**” date selector is used to ‘set a page live’ and ‘take down a live page’
 - **Set a course page live:** select the go-live date and click update at the bottom of the page. And viola.
 - **Take down a page:** remove date and update page. After updating, the date selector will be blank. You have successfully taken a live course off getsmarter.com.

[**Note:** only select a date after you’ve received a greenlight from final QA. Changes are immediate so you cannot pre-select a date in advance.]

The screenshot shows a product management interface. On the left is a sidebar with navigation links: Orders, Returns, Products, Reports, Promotions, Users, and Configurations. The main content area is titled 'Products / MIT SA+P Sustainable Real Estate: Analysis and Investment online short course'. It contains a form with the following fields: Name (MIT SA+P Sustainable Real Estate: Analysis and Investment online short course), Slug (mit-sa-p-sustainable-real-estate-analysis-and-investment-online-short-course), Description (empty), Master Price (0.00), Cost Price (2,500.00), Cost Currency (USD), Available On (2023/12/11), Discontinue On (empty), and Promotable (checked with a blue checkmark). On the right side of the main area is a vertical menu with links: Details, Images, Variants, Properties, Stock, Digital Versions, Prices, Parts, and Related Products.

Exec Ed course launch

General overview:

- There are important steps to complete before we upload the Tailored Page, Info Pack, and Course Page/Organic Landing Page
- The following are the steps:
 - STEP 1: add course to [Presentations Master sheet](#). This includes creating the url in our built-in URL Builder tab [[video 1](#) & [video 2](#)]
 - STEP 2: Populate course meta data on [Spree](#)
 - STEP 3: Presentations: create [short course instance](#)
 - STEP 4: Presentations: create [form instance](#)
 - STEP 5: Presentations: create [landing/tailored page](#)
 - STEP 6: Presentations: create [info Pack](#)
 - STEP 7: Titan: create [course page](#)

STEP 1: Add course to Presentation Master

- Navigate to the Short Courses tab
 - Add new line item above blue templated line
 - Add course abbreviation and course ID
 - Add course name
 - Paste GS course page url from launch pack
-
- In the presentations master sheet, navigate to the URL builder tab

- Add new line item above the templated blue line
- Add course ID (i.e. UCT-ACC)
- Add course name
- Select 'course type' for the url slug
- Compare the url slug you've built with the one provided by SEO in the launch pack
- The 'tailored page 'constructed url' and info pack 'constructed url' should be populated
 - Copy the constructed url and plain paste it in 'final gated url' on both instances
 - Tip: use Shift + Command + V

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- Navigate to Info Pack master tab
- Add new line item above blue templated line
- Add course ID
- GS page link + mapped url will automatically pull through from url builder

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- Navigate to Tailored Page master tab
- Add new line item above blue templated line
- Add course ID
- GS page link + mapped url will automatically pull through from url builder

STEP 2: Populate metadata in Spree

- Navigate to home page and select 'products' on your left pane
- Search and select your course
- Update slug to match the url provided by SEO in launch pack
- Choose your taxons i.e university partner and subject (a.k.a category)
- Populate meta title and description from launch pack
- Hit update

Step 3: Create short course instance

- Fields to populate under product information
 - Programme name
 - Programme format
 - Programme duration time
 - Programme effort time
 - Programme byline
 - Programme effort byline
- Product configuration
 - Enable UUID toggle
 - Paste in the UUID from the SF object sheet
 - Add the product name
 - Add Registration Portal URL
 - Add Course Page URL
 - Create and add
 - Info Pack instance
 - Form instance
 - Brand
- Add programme slug and hit publish to save

Step 4: Presentations: create form instance

- Navigate to form instance
- Click Add new
- Add course ID
- Select 'Aurora landing page' template on your right pane
- Select Brand
- Select short course instance

- Form content
 - Add form programme name
 - Add form Heading Sub Copy
 - Hit update to save

STEP 5: Presentations: create landing/tailored page

- Navigate to landing page in presentations
- Add new
- Add course ID
- Select school
- Select 'landing page template'
- Add sections in the page builder
- Select course under page settings
- Copy and add text to selected sections
 - Tip: please use the resource section as your guide
- Hit update to save and publish

STEP 6: Presentations: create info Pack

- Navigate to info pack in presentations
- Add new
- Add course ID
- Select school
- Select 'aurora landing page template'
- Page configuration
 - Select brand
 - Select short course instance
 - Add programme slug
- Add 14 sections in the page builder
- Select course under page settings
- Copy and add text to selected sections
 - Tip: please use the resource section as your guide
- Hit update to save and publish

STEP 7: Titan: create course page

- Log into titan
- Search course name
- Open course parent page and ensure the correct school is selected
- Add child pages
 - Tip: ensure you add each child page under the parent page
 - Banner
 - Overview
 - What will set you apart
 - Testimonials
 - Faculty directors
 - Certificate
 - Want to know more
 - Lead capture form
- Populate copy into the pages and save page after each upload
- Once complete, open in new tab and take a screenshot for QA

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Promo codes: adding and removal

Landing Page

- Navigate to course page builder
- Add third section below 'programme details'

Landing Page fields

	Page Builder	Page Settings	Localisation	Hero	Programme Details	Benefits
	Programme Outline	Conveners	Testimonial Section	Accreditation	Forms	Additional Info
	Video Section	Graph	Statistics	Variant Settings		

Sections

	Section	
1	Section	Hero
2	Section	Programme Details
3	Section	Select a section
4	Section	Additional Info
5	Section	Programme Outline

Revisions: 24 [Browse](#)

Published on: Nov 15, 2023 at 14:00 [Edit](#)

☒ [SEO](#): Not available

☒ [Readability](#): Not available

[Move to Trash](#) [Update](#)

School [^](#) [v](#)

All Schools [Most Used](#)

- ☒ University of Cambridge Institut for Sustainability Leadership
- ☐ GetSmarter
- ☐ Harvard University
- ☐ Harvard's Business Analytics Program
- ☐ Harvard's Derek Bok Center

- Add either 'additional info' or 'statistics' section. Any available section in the cms

- Tip: always add copy to 'text' window for easy configuration

- Check visual view to ensure the text is uploaded correctly and publish page to update

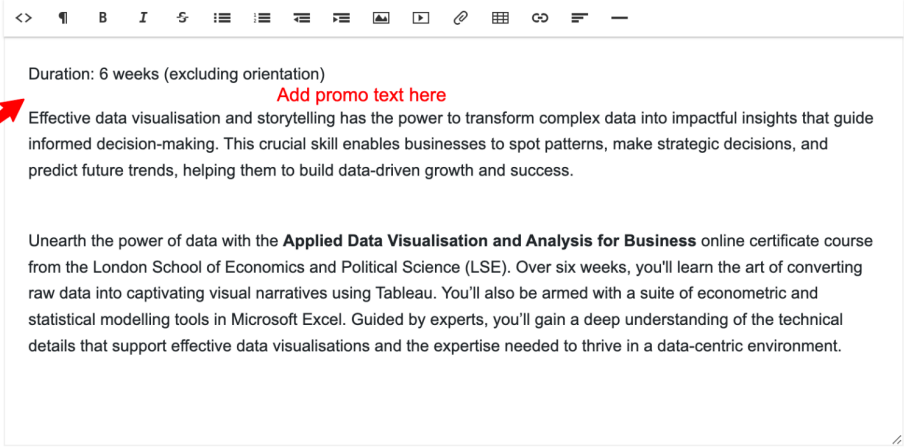
- **To remove:** remove section from page builder and hit publish to update

Titan: course page

- Navigate to page and open 'overview' section
- Navigate down to 'overview text 1'

- Add promo text below the course duration and hit 'update page' to save

Overview Text 1



Duration: 6 weeks (excluding orientation)

Add promo text here

Effective data visualisation and storytelling has the power to transform complex data into impactful insights that guide informed decision-making. This crucial skill enables businesses to spot patterns, make strategic decisions, and predict future trends, helping them to build data-driven growth and success.

Unearth the power of data with the **Applied Data Visualisation and Analysis for Business** online certificate course from the London School of Economics and Political Science (LSE). Over six weeks, you'll learn the art of converting raw data into captivating visual narratives using Tableau. You'll also be armed with a suite of econometric and statistical modelling tools in Microsoft Excel. Guided by experts, you'll gain a deep understanding of the technical details that support effective data visualisations and the expertise needed to thrive in a data-centric environment.

- **To remove:** follow the same steps to navigate to page and delete the promo code text
- Hit 'update page' to save

Course cancellation

- Setting a course live and cancellation is done in Spree
- In Spree, navigate to course page
 - To set live: add/select date under 'Available On'
 - To cancel a course (take down from gs.com **NOT** delete): remove date from 'Available on' and update page

Available On

\$ Prices

Parts

Related Products

< February 2024 >

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

Convenor updates

Titan

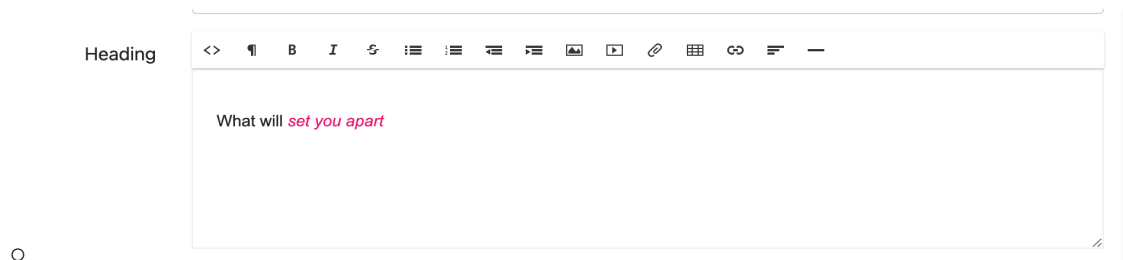
- Navigate to 'Faculty Director'
- Add new convenor
- Add name
- Add bio
- Upload image and hit save

Tailored Page - presentations

- Navigate to presentations dashboard
- Navigate to convenors
- Add new
- Add name, title and bio
- Add convenor image and hit save

Resource list

- [Salesforce Object Sheet](#)
 - Use: UUIDs for all Executive Education products
 - Tip: navigate to the most recent tab as it will most likely be updated
 - Sheet ownership: Planning team. Contact either Jade Methven-Marsh or Jess Davson
- [Landing Page Boilerplate](#)
 - Use: programme outline template when uploading a landing page
 - Tip: only copy from column D
 - Sheet ownership: Nicolaas Hendrikse
- [Course Page Icons](#)
 - Use: titan = 'what will set you apart' section
 - Tip: these are svg files so download and save to your desktop for easy access
- [Course Page Certificate image](#)
 - Use: standard course page certificate image
 - Tip: standard digital image file. Download and save to desktop for easy access
- [HTML link code](#)
 - Use: info pack = stat section
 - Tip: Add to google notes for easy access
- [LCF language](#) (current)
 - Use: tailored pages = page level form section
 - Tip: keep somewhere for easy access
- [What will set you apart heading HTML](#)
 - Use: Titan = 'what will set you apart' section



Where to find stuff?

- Course registration link
 - Column U in URL builder
- EdX redirect link
 - Column V in URL builder