



## Learning Plan for DS Spot

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Classes are listed in the order in which they should be taken. Note that this is the recommended learning plan. Custom learning plans can be developed upon request.

Recommended Learning Plans	Role	Live Webinars	Video eLearning
<b>Local Broadcast and Ratings 101</b> <ul style="list-style-type: none"> <li>Advertising overview</li> <li>Five main components of the advertising industry</li> <li>Advertising industry key terms</li> </ul>	Planners & Buyers	1 hour	1 hour
<b>Estimates and Goals</b> <ul style="list-style-type: none"> <li>Setting up estimates</li> <li>Entering goals</li> <li>Recalling and changing goals</li> <li>Viewing goals in MIS</li> <li>Viewing, printing and saving reports</li> </ul>	Planners & Buyers	2 hours	55 minutes
<b>Spot Authorization Tracking (Optional)</b> <ul style="list-style-type: none"> <li>Open and review authorizations</li> <li>Claim authorizations</li> <li>Submit the Buy for Approval</li> <li>Claim Cancellations</li> <li>View Authorization History</li> </ul>	Planners & Supervisors	2.5 hours	75 minutes
<b>Local Demo Analyzer</b> <ul style="list-style-type: none"> <li>Creating a basic request</li> <li>Working with report options</li> <li>Formatting the report</li> <li>Listing what's online</li> <li>Saving and retrieving requests and reports</li> <li>Frequently asked questions</li> </ul>	Planners, Buyers, Supervisors	1 hour	15 minutes
<b>TV Prebuy</b> <ul style="list-style-type: none"> <li>Adding avails</li> <li>Working with revised proposals</li> <li>Researching and evaluating</li> <li>Using the worksheet to put together schedules</li> <li>Reporting</li> <li>Customizing Spot Buy Toolkit</li> </ul>	Buyers	2.5 hours	100 minutes
<b>Radio Prebuy</b> <ul style="list-style-type: none"> <li>Using Radio Research tools</li> <li>Creating worksheets</li> <li>Adding avails</li> <li>Researching and evaluating</li> <li>Assembling schedules in the worksheet</li> <li>Reporting</li> <li>Working with spill</li> <li>Claiming Cancellations</li> <li>Viewing Authorization History</li> </ul>	Buyers	2.5 hours	100 minutes



Recommended Learning Plans	Role	Live Webinars	Video eLearning
<b>Tracking Authorizations in Spot Buy Toolkit (Optional)</b> <ul style="list-style-type: none"> <li>Opening and reviewing authorizations</li> <li>Claiming authorizations</li> <li>Submitting the buy for approval</li> <li>Viewing Authorization History</li> </ul>	Buyers	1 hour	20 minutes
<b>Buy Management 1 – Buys and Orders</b> <ul style="list-style-type: none"> <li>Getting started in the buysheet</li> <li>Using the buysheet</li> <li>Sending orders electronically</li> <li>Tracking orders</li> <li>Revising and managing orders</li> <li>Maintaining Personal Directories</li> </ul>	Buyers	2.5 hours	90 minutes
<b>Buy Management 2 –Makegoods &amp; Revisions</b> <ul style="list-style-type: none"> <li>Setting up subscriptions and viewing My Orders/My Offers</li> <li>Receiving makegood offers</li> <li>Maintaining schedules in the Buysheet</li> <li>Requesting reports</li> <li>Working with revisions</li> <li>Viewing, printing and saving reports</li> <li>Working with Writer options</li> </ul>	Buyers	2.5 hours	90 minutes
<b>Designing and Requesting Reports</b> <ul style="list-style-type: none"> <li>Designing and changing SpotWriter reports</li> <li>Requesting SpotWriter reports</li> <li>Viewing, printing and saving reports</li> <li>Requesting reports in Spot Toolkit</li> </ul>	Planners, Buyers, Supervisors	2.5 hours	40 minutes
<b>Spot Invoice Toolkit – Resolving Discrepancies</b> <ul style="list-style-type: none"> <li>Preparing for invoice matching</li> <li>Resolving discrepancies with Spot Invoice Toolkit</li> </ul>	Buyers	2 hours	1 hour
<b>Posting Local Broadcast</b> <ul style="list-style-type: none"> <li>Requesting posting reports</li> <li>Viewing, printing and saving reports</li> <li>Requesting lock-in reports</li> </ul>	Buyers & Supervisors	1.5 hours	25 minutes



## Learning Plan for DS Traffic

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Recommended Learning Plans	Role	Live Webinars	Video eLearning
<b>Local Broadcast and Ratings 101</b> <ul style="list-style-type: none"><li>Advertising overview</li><li>Five main components of the advertising industry</li><li>Advertising industry key terms</li><li>Advertising workflow</li></ul>	Trafficker	1 hour	1 hour
<b>Spot Traffic</b> <ul style="list-style-type: none"><li>Setting up files to traffic local broadcast</li><li>Determining what needs to be trafficked</li><li>Requesting instructions</li><li>Reporting traffic information</li></ul>	Trafficker	2.5 hours	1 hour
<b>National Broadcast and Ratings 101</b> <ul style="list-style-type: none"><li>Advertising overview</li><li>Five main components of the advertising industry</li><li>Advertising industry key terms</li><li>Advertising workflow</li></ul>	Trafficker	1 hour	1 hour
<b>National Traffic</b> <ul style="list-style-type: none"><li>Preparing for National traffic</li><li>Determining what needs to be trafficked</li><li>Assigning commercials to units</li><li>Requesting instructions</li></ul>	Trafficker	2.5 hours	1 hour



# Learning Plan for DS National

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Classes are listed in the order in which they should be taken. Note that this is the recommended learning plan. Custom learning plans can be developed upon request.

Recommended Learning Plans	Role	Live Webinars	Video eLearning
<b>National Broadcast and Ratings 101</b> <ul style="list-style-type: none"> <li>Advertising overview</li> <li>Five main components of the advertising industry</li> <li>Advertising industry key terms</li> <li>Advertising workflow</li> </ul>	Researchers, Planners, & Buyers	1 hour	1 hour
<b>National Demo Estimator (formerly Audience Estimator)</b> <ul style="list-style-type: none"> <li>Downloading research data</li> <li>Viewing and select data</li> <li>Adding demographic estimates Create program records</li> <li>Reviewing and change program records</li> <li>Uploading program records</li> <li>Updating existing program records</li> </ul>	Researchers, Planners, & Buyers	2 hours	20 minutes
<b>Research Writer</b> <ul style="list-style-type: none"> <li>Creating a report</li> <li>Designing a report layout</li> <li>Using report-level options</li> <li>Ranking</li> <li>Working with reports</li> <li>Storing reports</li> </ul>	Researchers, Planners, Buyers & Supervisors	1 hour	45 minutes
<b>Estimates &amp; Goals</b> <ul style="list-style-type: none"> <li>Understanding National file structure</li> <li>Setting up basic records</li> <li>Entering goals</li> </ul>	Planners	1 hour	15 minutes
<b>National Prebuy (formerly Frontrunner)</b> <ul style="list-style-type: none"> <li>Entering plan details</li> <li>Adding programs</li> <li>Scheduling units</li> <li>Applying guarantees</li> <li>Reporting</li> <li>Uploading plans to National Buy Toolkit</li> <li>Exporting and emailing reports</li> </ul>	Buyers	2.5 hours	25 minutes
<b>National Buy Toolkit</b> <ul style="list-style-type: none"> <li>Maintaining packages</li> <li>Adding and uploading units</li> <li>Maintaining schedules</li> <li>Reporting</li> </ul>	Buyers	2.5 hours	70 minutes



Recommended Learning Plans	Role	Live Webinars	Video eLearning
<b>Electronic Cable Orders</b> <ul style="list-style-type: none"> <li>• Requesting the Package Header report</li> <li>• Downloading network deals</li> <li>• Viewing the EDI mailbox</li> <li>• Resolving units in the National Toolkit inventory pane</li> <li>• Resolving units in the revisions pane</li> <li>• Uploading changes to National Toolkit</li> <li>• Emailing Notice of Change report</li> </ul>	Buyers	2 hours	20 minutes
<b>Designing and Requesting Reports</b> <ul style="list-style-type: none"> <li>• Designing and changing NetWriter reports</li> <li>• Requesting NetWriter reports</li> <li>• Viewing, printing and saving reports</li> <li>• Requesting reports in Net Toolkit</li> </ul>	Planners, Buyers & Supervisors	2 hours	20 minutes
<b>Allocating and Brand Ownership</b> <ul style="list-style-type: none"> <li>• Setting up for Brand Allocation</li> <li>• Requesting Brand Allocation reports</li> <li>• Working in Brand Ownership</li> </ul>	Buyers	2 hours	15 minutes
<b>National Invoice Toolkit (formerly MatchMaker)</b> <ul style="list-style-type: none"> <li>• Preparing for Invoice Matching</li> <li>• Working with the Invoice Matching report</li> <li>• Using Matchmaker</li> </ul>	Buyers	2 hours	20 minutes
<b>Posting Broadcast Schedules</b> <ul style="list-style-type: none"> <li>• Posting network, syndication, and cable</li> </ul>	Buyers & Supervisors	1.5 hours	15 minutes



## Learning Plan for DS Print

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Recommended Learning Plans	Role	Live Webinars	Video eLearning
<b>Buying Print and Interactive Media</b> <ul style="list-style-type: none"><li>Setting up estimate records</li><li>Creating and modifying insertions</li><li>Understanding the upload/download process</li><li>Creating reports</li></ul>	Buyers	2.5 hours	90 minutes
<b>Managing Enhanced Insertion Orders</b> <ul style="list-style-type: none"><li>Identifying orders to send</li><li>Managing Ad Codes</li><li>Generating original, revised and cancelled EIOs</li><li>Generating Space Reservations</li><li>Reviewing Print Buy Toolkit preferences</li><li>Setting up email contact lists</li></ul>	Buyers	2 hours	1 hour
<b>Resolving Discrepancies</b> <ul style="list-style-type: none"><li>Resolving discrepant invoices</li><li>Using discrepancy resolution reports</li></ul>	Buyers	1 hour	25 minutes
<b>Designing and Requesting Reports</b> <ul style="list-style-type: none"><li>Designing and changing PrintWriter reports</li><li>Requesting PrintWriter reports</li><li>Viewing, printing and saving reports</li><li>Requesting reports in Print Toolkit</li></ul>	Buyers & Supervisors	2 hours	1 hour

## Learning Plan for DS Aura

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Recommended Learning Plans	Role	Live Webinars	Video eLearning
<b>Aura Time</b> <ul style="list-style-type: none"> <li>Adding and saving timesheets</li> <li>Submitting timesheets for approval</li> <li>Working with timesheets</li> <li>Exporting and printing timesheets</li> <li>Previewing timesheets</li> <li>Approving or rejecting timesheets</li> </ul>	All	1 hour	30 minutes
<b>Aura Mobile Time</b> <ul style="list-style-type: none"> <li>Working with timesheets</li> <li>Entering time on the timesheet</li> <li>Searching for timesheets</li> <li>Saving timesheets</li> <li>Adding, copying and deleting timesheet rows</li> <li>Submitting timesheets</li> </ul>	All	1 hour	1 hour
<b>Aura Approve Mobile</b> <ul style="list-style-type: none"> <li>Viewing timesheets</li> <li>Approving multiple timesheets</li> <li>Reviewing timesheets</li> <li>Approving or rejecting timesheets</li> </ul>	All	1 hour	
<b>Aura Jobs</b> <ul style="list-style-type: none"> <li>Adding and saving jobs</li> <li>Submitting jobs for approval</li> <li>Accessing, editing and copying jobs</li> <li>Searching for jobs</li> <li>Closing, locking and deleting jobs</li> <li>Approving or rejecting jobs</li> </ul>	All	1 hour	30 minutes
<b>Aura Estimates</b> <ul style="list-style-type: none"> <li>Creating estimates</li> <li>Accessing estimates</li> <li>Changing and copying estimates</li> <li>Submitting estimates for approval</li> <li>Searching for estimates</li> <li>Exporting estimates to PDF</li> <li>Approving or rejecting estimates</li> </ul>	All	1 hour	
<b>Aura Orders</b> <ul style="list-style-type: none"> <li>Creating production and expense orders</li> <li>Submitting orders for approval</li> <li>Approving or rejecting orders</li> <li>Searching for orders</li> <li>Working with orders</li> <li>Exporting orders to PDF</li> </ul>	All	1 hour	



## Learning Plan for DS Brandocean

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Recommended Learning Plans	Role	Live Webinars	Video eLearning
<b>Entering and Maintaining Timesheets</b> <ul style="list-style-type: none"> <li>Creating timesheets</li> <li>Editing timesheets</li> <li>Approving or rejecting timesheets</li> <li>Summarizing timesheet data (Reporting)</li> </ul>	All	1 hour	20 minutes
<b>Creating and Maintaining Jobs in Jobs Dashboard</b> <ul style="list-style-type: none"> <li>Opening jobs</li> <li>Editing jobs</li> <li>Approving or rejecting</li> <li>Printing, emailing, and exporting jobs and reports</li> </ul>	All	1 hour	30 minutes
<b>Entering and Maintaining Estimates</b> <ul style="list-style-type: none"> <li>Creating estimates</li> <li>Editing and reconciling estimates</li> <li>Approving or rejecting estimates</li> <li>Printing, emailing, and exporting estimates</li> <li>Working with multiple estimates</li> </ul>	All	1.5 hours	
<b>Creating and Maintaining Production and Expense Orders</b> <ul style="list-style-type: none"> <li>Creating production and expense orders</li> <li>Editing orders</li> <li>Approving or rejecting orders</li> <li>Printing, emailing, and exporting orders and reports</li> </ul>	All	1.5 hours	
<b>Creating and Maintaining Expense Reports</b> <ul style="list-style-type: none"> <li>Creating expense reports</li> <li>Editing expense reports</li> <li>Approving or rejecting expense reports</li> <li>Customizing the expense report list</li> <li>Printing, emailing, and exporting expenses</li> </ul>	All	1 hour	10 minutes





# Learning Plan for Production

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<b>Tempo Time Entry</b> <ul style="list-style-type: none"> <li>Creating timesheets</li> <li>Opening existing timesheets</li> <li>Entering time</li> <li>Submitting a timesheet</li> <li>Retracting a timesheet</li> <li>Using Personal Lists</li> <li>Approving or rejecting timesheets</li> </ul>	All	1 hour	
<b>Financial Foundations</b> <ul style="list-style-type: none"> <li>Understanding MediaOcean file organization</li> <li>Listing files online</li> <li>Processing Transactions</li> <li>Reporting</li> </ul>	All	2.5 hours	
<b>Entering Batch Transactions</b> <ul style="list-style-type: none"> <li>Working with batches</li> <li>Entering Billable charges</li> <li>Entering non-billable charges</li> <li>Entering split invoices</li> <li>Entering Internal charges/Fees</li> <li>Transferring charges</li> <li>Working with write offs and recoveries</li> <li>Making Journal entries</li> <li>Estimating production</li> <li>Using batch actions</li> <li>Reporting on input</li> </ul>	All	2.5 hours	
<b>Input – Entering type 10 transactions</b> <ul style="list-style-type: none"> <li>Using purchase orders to enter invoices</li> <li>Using multiple item entry screens</li> <li>Entering split invoices</li> <li>Working with additional features</li> </ul>	All	1.5 hours	
<b>Production – Client Group billing</b> <ul style="list-style-type: none"> <li>Estimating production</li> <li>Preparing to bill</li> <li>Prebilling</li> <li>Allocating charges</li> <li>Client group billing</li> <li>Printing</li> <li>Billing reporting</li> </ul>	All	2.5 hours	

Recommended Learning Plans	Role	Live Webinars	Video eLearning
<b>Production – Client billing</b> <ul style="list-style-type: none"> <li>Estimating production</li> <li>Preparing to bill</li> <li>Holding charges</li> <li>Requesting and reversing billing</li> <li>Working with reports</li> </ul>	All	2.5 hours	
<b>Recalling and requesting Scribe reports</b> <ul style="list-style-type: none"> <li>Recalling existing scribe formats</li> <li>Requesting scribe reports</li> <li>Working with reports</li> </ul>	All	1.5 hours	
<b>Designing and requesting Scribe reports</b> <ul style="list-style-type: none"> <li>Recalling existing scribe formats</li> <li>Setting up report formats</li> <li>Using Scribe features</li> <li>Requesting Scribe reports</li> </ul>	All	2 hours	
<b>Financial Information System</b> <ul style="list-style-type: none"> <li>Navigating and customizing the FIS screen</li> <li>Exporting and Printing FIS reports</li> </ul>	All	1 hour	
<b>Vendor disbursements</b> <ul style="list-style-type: none"> <li>Using reports to determine billable dollars</li> <li>Controlling check run output using marker</li> <li>Requesting checks</li> <li>Updating the check register</li> <li>Stacking check requests</li> <li>Using reports to verify paid dollars</li> <li>Voiding a check</li> <li>Recording a manual check</li> </ul>	All	2.5 hours	



# Learning Plan for DS Client Accounting

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<b>Client Accounting Overview</b> <ul style="list-style-type: none"> <li>Agency Workflow</li> <li>Introduction to media billing, agency commission, bill formulas</li> <li>Introduction to Receiving vendor invoices</li> <li>Introduction to Vendor invoice matching and resolving discrepancies</li> <li>Introduction to Approving (clearing) vendor invoices</li> <li>Introduction to Vendor Disbursements</li> <li>Introduction to Cash Application</li> <li>Introduction to Month end reconciliation</li> </ul>	Billers/Payers	1.5 hours	
<b>Introduction to MediaOcean records</b> <ul style="list-style-type: none"> <li>Understanding the System Security</li> <li>Reviewing basic record structure in SFM</li> <li>Reviewing Client, Product, Estimate, UDEF and UCOMM records</li> <li>Reviewing Market, Master, Address and Rep records for Local &amp; National Vendors</li> <li>Listing and viewing Print Vendor Records in Pubfile</li> </ul>	Billers/Payers	2.5 hours	
<b>Generating Client Invoices in Spot, National and Print Toolkit</b> <ul style="list-style-type: none"> <li>Reporting billable dollars</li> <li>Understanding bill types</li> <li>Requesting billing in Spot, National and Print Toolkit</li> <li>Reversing an incorrect bill</li> <li>Printing billing with a logo via Archive</li> <li>Reporting billed dollars</li> <li>Using the Transfer program (Financial Toolkit)</li> </ul>	Billers	2.5 hours	
<b>Managing Electronic Vendor Invoices in National and Spot Toolkit</b> <ul style="list-style-type: none"> <li>Managing electronic invoices in EASI</li> <li>Working with batches</li> <li>Converting invoices into NINV</li> <li>Deleting and restoring invoices</li> <li>Requesting the Invoice Facsimile Report (Z9)</li> </ul>	Payers	2.5 hours	
<b>Managing Print Invoices in Print Buy Toolkit</b> <ul style="list-style-type: none"> <li>Downloading Insertions</li> <li>Attaching an invoice to insertions</li> <li>Working with discrepancies</li> <li>Deleting an invoice</li> <li>Clearing for payment</li> <li>Reviewing invoice history</li> <li>Reporting in Print Buy Toolkit</li> </ul>	Payers	2.5 hours	

Recommended Learning Plans	Role	Live Webinars	Video eLearning
<b>Requesting Spot, National and Print Toolkit Writer reports</b> <ul style="list-style-type: none"> <li>• Listing/displaying/recalling Writer report formats</li> <li>• Understanding the components of a Writer report</li> <li>• Using various Writer report actions</li> <li>• Requesting Writer reports</li> </ul>	Billers/Payers	1.5 hours	
<b>Financial Information System (FIS)</b> <ul style="list-style-type: none"> <li>• Specifying the Request Info</li> <li>• Using FIS with Grids features</li> <li>• Understanding the types of financial information available</li> </ul>	Billers/Payers/ Accounts Receivable/ Accounts Payable	1.5 hours	
<b>Scribe reporting in Financial Toolkit</b> <ul style="list-style-type: none"> <li>• Understanding the different Scribe types</li> <li>• Listing/displaying/recalling Scribe formats</li> <li>• Understanding the components of a Scribe report</li> <li>• Reviewing the Scribe screens</li> <li>• Requesting Scribe RCV reports</li> </ul>	Billers/Payers/ Accounts Receivable/ Accounts Payable	1.5 hours	
<b>Cash Application</b> <ul style="list-style-type: none"> <li>• Using the Transfer program</li> <li>• RCV program overview</li> <li>• Applying and unapplying cash</li> <li>• Applying unapplied cash</li> <li>• Offsetting receivables</li> <li>• Writing-off receivables</li> <li>• Transferring receivable balances</li> <li>• Splitting receivable amounts</li> <li>• Reporting on receivable dollars</li> </ul>	Accounts Receivable	3 hours	
<b>Vendor Disbursements in Financial Toolkit</b> <ul style="list-style-type: none"> <li>• Understanding the types of checks</li> <li>• Using reports to determine payable dollars</li> <li>• Controlling check run output using Marker</li> <li>• Requesting checks</li> <li>• Using reports to verify paid dollars</li> <li>• Recording a manual check</li> <li>• Voiding a check</li> </ul>	Accounts Payable	3 hours	



# Learning Plan for DS Corporate Accounting

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<b>Financial Foundations</b> <ul style="list-style-type: none"> <li>Listing files online</li> <li>Processing Transaction</li> <li>Reporting</li> </ul>	All	2.5 hours	
<b>Entering Batch Transactions</b> <ul style="list-style-type: none"> <li>Working with batches</li> <li>Entering billable and non-billable charges</li> <li>Entering split invoices</li> <li>Entering Internal charges/Fees</li> <li>Transferring charges</li> <li>Working with write offs and recoveries</li> <li>Making journal entries</li> <li>Estimating production</li> <li>Using batch actions</li> <li>Reporting on input</li> </ul>	All	2.5 hours	
<b>Input – Entering type 10 transactions</b> <ul style="list-style-type: none"> <li>Using purchase orders to enter invoices</li> <li>Using multiple item entry screens</li> <li>Entering split invoices</li> <li>Working with additional features</li> </ul>	All	1.5 hours	
<b>Cash Application</b> <ul style="list-style-type: none"> <li>Using the Transfer program</li> <li>RCV program overview</li> <li>Applying and unapplying cash</li> <li>Applying unapplied cash</li> <li>Offsetting receivables</li> <li>Writing-off receivables</li> <li>Transferring receivable balances</li> <li>Splitting receivable amounts</li> <li>Reporting on receivable dollars</li> </ul>	All	1.5 hours	
<b>Financial Information System (FIS)</b> <ul style="list-style-type: none"> <li>Navigating and customizing the FIS screen</li> <li>Exporting/Printing FIS reports</li> </ul>	All	1 hour	
<b>Reviewing Financial Toolkit record structure</b> <ul style="list-style-type: none"> <li>Using the account file maintenance (AFM) program</li> <li>Setting up a vendor in Financial Toolkit</li> <li>Setting up client and product records in Financial Toolkit</li> <li>Setting up jobs in Financial Toolkit</li> <li>Setting up Person in Financial Toolkit</li> <li>Setting up Transfer Records in Financial Toolkit</li> <li>Reporting on record set-up</li> </ul>	All	2.5 hours	

Recommended Learning Plans	Role	Live Webinars	Video eLearning
<b>Designing and Requesting Financial Toolkit Scribe reports</b> <ul style="list-style-type: none"> <li>Recalling existing scribe formats</li> <li>Setting up report formats</li> <li>Using Scribe features</li> <li>Requesting Scribe reports</li> </ul>	All	2 hours	
<b>WebSeries Check Printing</b> <ul style="list-style-type: none"> <li>Introduction to vendor disbursements</li> <li>Printing checks using Webseries</li> </ul>	All	1 hour	
<b>Accent – Requestable Reports</b> <ul style="list-style-type: none"> <li>Requesting a report</li> <li>Opening a saved report</li> <li>Expanding and collapsing views</li> <li>Displaying Analysis information</li> <li>Quick filtering the report</li> <li>Changing reporting levels</li> <li>Customizing columns</li> <li>Changing headers and footers</li> <li>Saving and applying a template</li> <li>Printing and exporting a report</li> <li>Saving a report</li> </ul>	All	1 hour	
<b>Accent – Scheduled Reports</b> <ul style="list-style-type: none"> <li>Accessing scheduled reports</li> <li>Expanding and collapsing views</li> <li>Displaying analysis information</li> <li>Quick filtering the report</li> <li>Changing the reporting levels</li> <li>Customizing columns</li> <li>Changing headers and footers</li> <li>Saving and applying a template</li> <li>Printing and exporting a report</li> <li>Saving a report</li> </ul>	All	1 hour	