



SALESFORCE CERTIFICATE PROGRAM • ONLINE

The Salesforce certificate program prepares students to use this powerful customer relationship management (CRM) platform in different roles. Salesforce puts customers first by using a variety of tools for managing marketing workflows, developing apps and securing client data. Students will be prepared for Salesforce roles as a marketer, administrator or developer.

WHO SHOULD ENROLL

The program offers a professional level of study designed for adults seeking a career change or career advancement operating the Salesforce platform.

CERTIFICATE ELIGIBILITY AND REQUIREMENTS

A certificate is awarded upon completion of the three required courses for 12 units (120 hours) of instruction, with a letter grade of “C” or better. To become an official candidate in the program, students pursuing the certificate must submit a [Declaration of Candidacy](#) with a non-refundable \$125 application fee. Students are encouraged to declare candidacy as soon as possible, but no later than after the second course in the program. To receive the digital certificate after completing all program requirements, students must submit a [Request for Certificate](#). All requirements must be completed within five (5) years after the student enrolls in his/her first course. Students not pursuing a certificate are welcome to take as many individual courses as they wish.

PROGRAM BENEFITS

- Understand and differentiate the underlying technology that runs Salesforce
- Recognize the role CRM technology plays in the 21st century and outline the critical success factors of developing a CRM for a company
- Distinguish the elements of modern marketing practices to design a strategic campaign
- Model and manage data for an organization
- Use the Salesforce app to customize the mobile experience
- Create reports and dashboards to visualize metrics
- Customize user experiences with Picklists
- Add security measures for proper data access levels

CURRICULUM (12 units total)

REQUIRED COURSES

Salesforce Business Administration Specialist (4 units)

This course offers an instructor-guided experience through the Salesforce Fundamentals for Business Administration Trailmix and will show you what's possible with the Salesforce platform and how it can support your business. This course covers the essentials of Salesforce from building a user interface and creating reports and dashboards, to advanced process automation. Upon completion of all the assigned modules and projects, students will understand the elements of implementing Salesforce in a business and have the opportunity to complete the Salesforce Business Administration Specialist Superbadge.

Salesforce Developer (4 units)

This course will show students how to create applications using the Salesforce platform services and tools. Topics include designing and managing data models, configuring application security, designing user interfaces, and customizing the application for mobile user and Lightning users. It also focuses on VisualForce to develop custom applications that make use of the Model-View-Controller paradigm by coding in Apex, using Lightning Components and the Salesforce Object Query Language (SOQL). Both no-code and low-code development capabilities are described allowing you to develop on Salesforce using the platform's many declarative tools to build more in less time.

Salesforce Administrator (4 units)

Salesforce Administrators typically work alongside stakeholders to define requirements and customize the platform for customers. This course offers students an instructor-guided experience through the Salesforce Administrator Trailmixes required to prepare for the Salesforce Administrator Certification. This course starts with the basics of Salesforce Administrator, to customize the Salesforce environment, and then advances to managing Salesforce operations for users and organizations. Upon completion of all of the assigned modules and projects, students will earn the Salesforce Administrator Beginner, Administrator Intermediate, and Administrator Advanced badges.

NON-CERTIFICATE COURSE

Salesforce Marketing Cloud Email (3 units)

This course offers an instructor-guided experience through the Marketing Cloud Email Specialist Credential Trailmix and is intended for business and marketing professionals looking to develop their theoretical and practical expertise in Email Marketing. This course covers the fundamentals of CRM platforms and their potential, before completing a deep dive into effective email marketing strategy and tactics for business outcomes. By completing this course, participants will be prepared to earn the Salesforce Marketing Cloud Email Specialist Credential.

ADVISORY COMMITTEE

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TO ENROLL

Visit ce.uci.edu/salesforce for full course descriptions, instructor biographies, and enrollment information.

FOR MORE INFORMATION:

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