



Pick up the skills, tools and domain expertise to embark on a rewarding career as **Salesforce Professionals**



NTU SGUnited Mid-Career Pathways

- Company Training (SGUP-CT)

**SALESFORCE CAREER KICKSTARTER PROGRAMME
(SYNCHRONOUS E-LEARNING)**

Co-organised by PaCE@NTU and Salesforce

Funded by SSG and eligible for SkillsFuture Credit

salesforce

Course Outline

The Salesforce Career Kickstarter Programme is 6-month programme specially curated by the team in Salesforce in collaboration with NTU to provide trainees with a holistic curriculum leading to a wide range of career options with Salesforce and their ecosystem.

Learners will undergo structured instructor led training, with hands-on exercises on our online learning platform, access training content of more than 500 online modules, get invited to webinars and podcasts hosted by Salesforce, join relevant community groups to learn from other users and boost your network, all these while getting yourself equipped with the necessary skill set to kickstart your next career!



“Salesforce and its partner ecosystem will generate \$1.2 Trillion revenue from new businesses while generating 4.2 million new jobs worldwide between 2019 & 2024. ”

~IDC whitepaper Oct 2019

Salesforce Platform and Reporting Strategies

Salesforce Administration and Design Thinking

Advanced Salesforce Admin and Tableau Desktop I and II

App Builder and Product Management

Data and Information Sources in Analytics and Intelligent Automation

Salesforce Marketing Cloud and Content Creation

Course Modules

Salesforce Fundamentals, Reporting Strategies, Critical Thinking

In this module, our Salesforce experts will walk you through the Salesforce Platform, its specific applications, and their business values and benefits. Familiarize yourself with Salesforce Cloud, and learn about platform features and processes to more effectively support day-to-day Salesforce operations within your organization. Through interactive lectures, discussions, and hands-on exercises, you'll recognize the core elements of the implementation lifecycle, the key considerations to drive user adoption, and the important components of ongoing management of your Salesforce environment.

Salesforce Administration, Certification Prep, Design Thinking for Problem Solving

Extensive and interactive, Administrative Essentials for New Admins in Lightning Experience is the core training that ensures your success with Salesforce Lightning. It's a must for new administrators, and we recommend completing this course before starting a Salesforce deployment or when taking over an existing deployment.

Platform App Builder, Certification Prep, Product Management

This comprehensive hands-on course is a must for new application developers or developers who are new to Salesforce. Participants will learn how to use the declarative "clicks not code" capabilities of the Lightning platform to create custom applications and customize existing applications. Build your knowledge of objects, fields, UI customization, automation tools, security, app deployment, and more!

Marketing Cloud Essentials, Intelligent Automation, Data Analytics

Start your journey to becoming a Marketing Cloud Specialist. In this module, you will learn how to build customer journeys within Marketing Cloud. Our team of Marketing Cloud pros will walk you through best practices related to executing, monitoring, and analyzing your journeys, arming you with the tools and know-how to design personalized journeys and engage with your customers in a whole new way.

Salesforce Adv Admin Essentials, Tableau Desktop I, Desktop II

Comprehensive and hands-on, this course is for administrators who are ready to significantly ramp up their skills and knowledge about using Salesforce to solve their most pressing business needs. Using real-world scenarios, this course covers topics such as extending Salesforce with custom objects and Lightning apps, generating complex reports and dashboards, and automating complex business processes to help you work more efficiently and get more out of Salesforce. Additional topics include Lightning Record Pages, Lightning Knowledge, and Lightning Data.

This module also covers fundamental and intermediate Tableau topics. This course provides comprehensive Tableau training for students who thrive in a swiftly moving class and prefer to come up to speed on new technology quickly. Desktop I & II: Accelerated teaches concepts, techniques, and shortcuts to create Tableau data visualization competency in the shortest amount of time possible. environment.

Marketing Cloud Connect, Certification Prep, Digital Marketing, Design Thinking

The Marketing Cloud Connect Essentials course is designed to give you in-depth knowledge of the functionality available when you connect your Salesforce org to your Marketing Cloud account. In this interactive course, you will gain hands-on experience connecting the Clouds, personalizing your emails by leveraging your Salesforce CRM data from the Sales / Service Clouds, sending emails to a Contact / Lead, Report, or Campaign, synchronizing your Salesforce CRM data in the Marketing Cloud, segmenting your data to send targeted and relevant emails, creating 1:1 journeys based on your Salesforce CRM data, and tracking and reporting capabilities in the Marketing Cloud and Sales / Service Clouds.

Student Support & Outcomes

Curriculum for real-world needs

Our curriculum is purposefully designed based upon the real-life experiences of our industry-seasoned trainers to ensure that the most effective, relevant, and practical knowledge and skill sets are imparted to our learners. Our tried and tested contents give our learners the best chance of success as they embark on their new careers in the Salesforce ecosystem in the highly competitive business landscape.

Build up experiences as you learn

Beyond classroom works, our modules each encompasses a hands-on session to give our learners the opportunity to apply what they are taught and put their skills to test through project works based off real-life problems. These practical sessions ensure that our learners are sufficiently exposed to handle the myriad of demands in the real world confidently and proficiently, while honing their skill sets to be better team players and effective communicators.

Invitation to special events hosted by Salesforce

Learners will be invited to special events such as webinars, join a community group, listen to podcasts and also participate in Salesforce hosted events virtually.

Experts Guidance and Sharing

During the course of the program, our learners will be instructed by some of the most experienced and successful practitioners within the Salesforce ecosystem. Our network of trainers bring with them a wealth of experiences from different business domains, and offer our learners a wide-ranging perspective of the challenges unique to each of these businesses both locally and abroad, from MNCs to local enterprises and SMEs. Learners will also be able to join our community of Salesforce professionals whereby they will be able to learn from industry practitioners on how to build a career with their skillsets.

Employability assistance for learners

Leveraging the wide networks of our seasoned trainers in the digital marketing space, and the strong relationships they built with past customers from MNCs and SMEs, our learners who are keen to pursue a career within the Salesforce Ecosystem will be well-positioned to connect with potential employers upon graduation, complete with a Credential portfolio of relevant project works to showcase their proficiency and experience.

Course Application Details:

Time: 64 hours per monthly
Venue: Virtual Learning
Standard Fee: S\$19,260 (inclusive of GST)
Subsidied Course Fee: \$500 nett
(applicable to Singaporeans and Singapore PRs only)



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