



SALESFORCE ADMINISTRATOR PROGRAM

Join our comprehensive Salesforce Administrator course and become a vital asset to any organization. Transform your career with our Salesforce Admin Bootcamp. Gain hands-on experience & unlock skills to excel in managing Salesforce platforms.

SCHEDULE

Feb. 3rd, 2025

10 WEEKS

Don't miss this opportunity to accelerate your career in the thriving tech industry!

This non-credit online Clarusway partnership with the Division of Continuing Studies at the University of Wisconsin-Madison is designed to train students for Salesforce Administrator careers.

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ABOUT THIS PROGRAM

- ◆ **Embark on a transformative journey in our Salesforce Administrator Bootcamp!** Master key concepts, gain hands-on experience, and unlock the skills to excel in managing Salesforce platforms efficiently. Elevate your career prospects with practical knowledge and expert guidance.
- ◆ **Targeted Salesforce training in our comprehensive Salesforce bootcamp boosts CRM expertise.** Learn how to optimize platforms effectively. CRM (Customer Relationship Management) is a system that helps businesses manage their interactions with customers and prospects.
- ◆ **Transform your career with our Salesforce Administrator Bootcamp.** Gain the practical experience necessary to excel as a Salesforce Administrator with the guidance of our highly-trained educators and mentors.

LEARNING OBJECTIVES

- ✔ Understand the fundamentals of structuring data within Salesforce for optimal efficiency and organization.
- ✔ Learn best practices for managing, importing, and exporting data to ensure data integrity and accuracy.
- ✔ Create customized layouts and define record types to tailor user experiences based on specific criteria.
- ✔ Utilize Salesforce's powerful low-code App Builder to create custom applications tailored to your organization's needs.
- ✔ Configure and manage organizational settings and security permissions to maintain data privacy and compliance.
- ✔ Develop reports and dashboards to visualize key metrics and drive data-informed decision-making.
- ✔ Streamline workflows and automate routine tasks using automation rules and Flows.
- ✔ Learn essential deployment strategies to efficiently move changes between Salesforce environments while minimizing risk.





WHO SHOULD ATTEND?

This bootcamp is ideal for aspiring Salesforce administrators, professionals seeking to enhance their Salesforce skills, or anyone interested in pursuing a career in CRM administration.

Whether you're a beginner or have some experience, this program will provide valuable insights and hands-on training to help you excel in managing Salesforce platforms effectively.

Relevant Sectors:

- Information Technology (IT)
- Software Development
- Customer Relationship Management (CRM)
- Sales and Marketing
- Consulting and Professional Services
- Finance and Banking
- Healthcare and Life Sciences
- Education and Nonprofit Organizations
- Manufacturing and Retail
- Any industry utilizing Salesforce for managing customer data and workflows.

PROGRAM BENEFITS

✓ **Comprehensive Curriculum:**

Dive deep into essential Salesforce concepts including data modeling, automation rules, and deployment strategies.

✓ **Hands-on Experience:**

Gain practical skills through interactive exercises and real-world projects.

✓ **Expert Guidance:**

Learn from experienced instructors who are industry experts in Salesforce administration.

✓ **Tailored Learning:**

Customize your learning journey with flexible options to suit your schedule and skill level.

✓ **Career Advancement:**

Elevate your career prospects with valuable Salesforce training and certification preparation.



PROGRAM CURRICULUM

Duration: 10 weeks

Module 1

Week 1

Introduction to Salesforce, SDLC, and Agile

- Overview of Salesforce Platform
- Basic Navigation and Setup
- Introduction to Software Development Lifecycle (SDLC) Principles and Phases
- Introduction to Agile Methodology and Scrum Framework
In-depth Agile
- Methodology Scrum Roles, Ceremonies, and Artifacts

Module 2

Week 2

Jira Project Management Tool, Data Modeling

- Introduction to Jira for Project Management
- Practical Exercises with Jira
- Introduction to Data Modeling Concepts
- Creating and Managing Custom Objects
- Field Types and Relationships

Module 3

Week 3

Data Management, Record Types, Page Layouts and Application Builder Basics

- Data Management Best Practices
- Understanding Record Types
- Creating and Customizing Page Layouts
- Assignment of Page Layouts and Record Types to Profiles
- Introduction to App Builder
- Data Import Wizard and Data Loader

PROGRAM CURRICULUM

Module 4

Week 4

Aggregation, Validation and Duplicate Rules

- Aggregation Techniques
- Creating and Managing Validation Rules
- Duplicate Management
- Practical Exercises in Aggregation and Data Validation
- Data Quality and De-duplication.

Module 5

Week 5

Workflow, Process Builder, Approval Process and Flows

- Workflow Rules and Actions
- Process Builder for Advanced Automation
- Creating and Managing Approval Processes
- Designing and Implementing Screen Flows
- Using Component Flows for Reusable Automation

Module 6

Week 6

Flows

- Auto-Launched Flow
- Record-Triggered Flow
- Platform Event-Triggered Flow
- Schedule-Triggered Flow
- Practical Exercises in Advanced Automation

PROGRAM CURRICULUM

Module 7

Week 7

Migration, Data Security, Reports and Dashboards

- Best Practices for Data Migration
- Practical Data Migration Exercises
- Profiles, Roles, and Permission Sets
- Organization-Wide Defaults, Sharing Rules, and Manual Sharing
- Data Security Best Practices
- Introduction to Salesforce Reports
- Creating and Customizing Reports

Module 8

Week 8

Organisation Setup, Lead & Case Management, Useful Tools and Application Creation

- Company Settings and Business Hours
- Fiscal Year and Currency Settings
- Multi-Language and Multi-Currency Setup
- Organization-Wide Email Footers
- Lead Management
- Case Management
- Practical Exercises in Lead and Case Management
- Salesforce Maintenance and Release Management
- Schedule Management and Task Automation
- Salesforce Adoption and Change Management
- Best Practices for Continuous Improvement.

Module 9

Week 9-10

Final Project

- Salesforce Capstone Project

PRICING PLAN

PRICE	UPFRONT (Discounted)	INSTALLMENT PLAN
\$4,950	\$4,500	\$1,650 /mo. 3 Months

SALESFORCE ADMINISTRATOR CLASS SCHEDULE

Day	Time (CT)	Class
Monday	6:00 p.m. to 9:00 p.m.	Live Class (Online)
Tuesday	6:00 p.m. to 9:00 p.m.	Live Class (Online)
Wednesday	6:00 p.m. to 9:00 p.m.	Live Class (Online)
Thursday	6:00 p.m. to 7:30 p.m.	Teamwork/Workshop
Friday	6:00 p.m. to 9:00 p.m.	Live Class (Online)
Saturday	-	-
Sunday	-	-



APPLICATION PROCESS



STEP-1

Let's get started to give your career a boost!

Review our schedule and pricing on page 10 so you know what to expect. Have a question? Schedule a time to talk to an academic advisor [HERE](#).



STEP-2

Submit application

Let's get started!

Join our program by [submitting your application](#) and choosing a start date. General application will take approximately 3-4 minutes and does not contain a technical assessment. This is followed by a 30-minute interview with a member of our our Admissions Team.



STEP-3

Tuition & Financing

An Admissions Advisor will help you find the best solution for your budget. Don't worry, we offer a variety of plans to suit almost anyone.



STEP-4

Final step - it's go time!

Once you're accepted, you will receive an Enrollment Agreement. An Admissions Advisor will create your Learning Management System (LMS) log-in and Slack account. We will assist you in getting started so you're ready to go!

CERTIFICATE OF COMPLETION



Division of Continuing Studies at the
University of Wisconsin–Madison and Clarusway

certify that

Sally Johnson

has successfully completed the online program

Salesforce Admin



**The image is for illustrative purposes only. The actual certificate is subject to change at the discretion of the Division of Continuing Studies at the University of Wisconsin–Madison*



SALESFORCE ADMINISTRATOR COURSE

APPLY NOW



+1 (571) 360 66 77



contact@clarusway.com



www.clarusway.com

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