

4 WEEK CERTIFICATION TRAINING

Course Title: Salesforce Certified Associate Certification Exam Prep Training

Course Hours: Total Course Hours: 120
Lecture Hours: 36
Hands On/Project Hours: 40
Self Study Hours 20
Study Hall/Exam Prep Hours: 24

Prerequisites: None

Training Format: Course can be delivered in-person, online, or a combination of both

Training Method: This course is a mixture between instructor-led, self-paced, as well as experiential learning with all instruction, assignments, and interaction executed through digital learning tools such as zoom and online training portal.

Required Tools: Laptop, Chromebook, or Desktop (no tablets please)
Internet Access
Method by which to take notes (notebook, or digital notes)

4 WEEK ASSOCIATE CERTIFICATION TRAINING

Course Description

This course is designed to introduce, instruct, and equip students with the foundational knowledge and concepts of Salesforce in pursuit of Salesforce Certified Associate Certification. This course utilizes in-depth instructor-led discussions, work assignments, and work scenarios taught by industry leaders and professionals.

Course Content

The Salesforce Associate exam measures a candidate's knowledge and skills related to the following objectives.

1. Salesforce Ecosystem
2. Navigation
3. Data Model
4. Reports & Dashboards

Exam Fees:

1. Salesforce Certified Associate-\$75; Free retakes

Recommended Textbooks and Websites

1. Salesforce Administrator Training Manual (Provided)
2. Trailhead: <https://trailhead.salesforce.com>
3. Salesforce Org: <https://developer.salesforce.com/signup>
4. Training Portal: www.cog-academy.com

EVALUATION CRITERIA

The Salesforce Certified Associate exam measures a candidate's knowledge and skills related to the following objectives. A **Knowledge Check exam** is given after completing each learning objective. And **Mock exams** are given at the end of the class. A candidate should be able to demonstrate the application of each of the features/functions below.

Salesforce Ecosystem: 32%

- Given a scenario, describe various resources available to learn and apply in-demand Salesforce skills.
- Given a use case, identify which Salesforce Customer 360 product offerings could be used.
- Describe how companies use Salesforce.
- Differentiate between various job roles and career paths in the Salesforce ecosystem

Navigation: 28%

- Given a scenario, identify how a user can locate and access necessary information.
- Given a scenario, identify where Salesforce customization takes place

Data Model: 25%

- Explain the relationship between the core standard objects (account, contact, lead, opportunity, case).
- Given a scenario, determine which feature to use to ensure data visibility.
- Given a scenario, determine which tool to use to ensure data integrity.

Reports & Dashboards: 15%

- Describe reports on Salesforce.
- Describe dashboards on Salesforce