

# 8 WEEK CERTIFICATION TRAINING

**Course Title:** Salesforce Administrator Certification Exam Prep Training

**Course Hours:** Total Course Hours: 242  
Lecture Hours: 72  
Hands On/Project Hours: 80  
Self Study Hours 40  
Study Hall/Exam Prep Hours: 50

**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)

# 8 WEEK 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 Administrator Certification. This course utilizes in-depth instructor-led discussions, hands-on work assignments, and real-life projects and work scenarios taught by industry leaders and professionals.

## Course Content

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

1. Configuration and Setup
2. Object Manager and Lightning App Builder
3. Sales and Marketing Application
4. Service and Support Applications
5. Productivity and Collaboration
6. Data Analytics Management
7. Workflow/Process Automation

## Exam Fees:

1. Salesforce Certified Administrator-\$200; \$100 retake

## 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](http://www.cog-academy.com)

# EVALUATION CRITERIA

The Salesforce Administrator 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.

## **Configuration and Setup: 20%**

- Describe the information found in the company settings (for example: company settings fiscal year, business hours, currency management, default settings).
- Distinguish and understand the administration of declarative configuration of the User Interface. (for example: UI settings, app menu, list views, global actions, Lightning App Builder).
- Given a scenario, demonstrate the proper setup and maintenance of users.
- Explain the various organization Security Controls. (for example: Setup Audit Trail, Login Hours, Session Settings)
- Given a user request scenario, apply the appropriate security controls based on the features and capabilities of the Salesforce sharing model. (for example: public groups, org wide default, sharing: roles, subordinates, hierarchy, report and dashboard folders)
- Given a scenario, determine the appropriate use of a custom profile or permission set using the various profile settings and permissions.

## **Object Manager and Lightning App Builder: 20%**

- Describe the standard object architecture and relationship model. (for example: standard object, parent/child, master detail/lookup/junction relationships, and record types.)
- Explain how to create, delete, and customize fields and page layouts on standard and custom objects, and know the implications of deleting fields.
- Given a scenario, determine how to create and assign page layouts, record types and business processes for custom and standard objects.

## **Service and Support Applications: 11%**

- Describe the capabilities of case management. (for example: case, case assignment rules, and queues.)
- Given a scenario, identify how to automate case management. (for example: support process, case auto-response rules, and case escalation.)

# EVALUATION CRITERIA

## **Sales and Marketing Applications: 12%**

- Given a scenario, identify the capabilities and implications of the sales process. (for example: sales process, opportunity, path, and forecast impact.)
- Given a scenario, apply the appropriate sales productivity features using opportunity tools. (for example: dashboards, lead scoring, Einstein opportunity scoring, and home page assistant.)
- Describe the capabilities of lead automation tools and campaign management. (for example: leads, lead convert, lead assignment rules, campaign and campaign members.)

## **Workflow/Process Automation: 16%**

- Given a scenario, identify the appropriate automation solution based on the capabilities of the tool.
- Describe capabilities and use cases for Flow.
- Describe capabilities and use cases for the approval process.

## **Productivity and Collaboration: 7%**

- Describe the capabilities of activity management.
- Describe the features of Chatter.
- Describe the capabilities of Salesforce Mobile App.
- Identify use cases for AppExchange applications

## **Data and Analytics Management: 14%**

- Describe the considerations when importing, updating, transferring, mass deleting, exporting and backing up data.
- Describe the capabilities and implications of data validation tools.
- Describe the options available when creating or customizing a report or report type.
- Describe the impact of the sharing model on reports.
- Describe the options available when creating and modifying dashboards (e.g., dashboard components, data sources, chart types, Subscribing, running user).

# 8 WEEK COURSE SCHEDULE

## SALESFORCE ADMINISTRATION CERTIFICATION CLASS TRAINING SCHEDULE

DAY	DATE	TIME	TOPIC OF DISCUSSION
<b>SATURDAY</b>	<b>10-21-23</b>	<b>10:00AM-12:00PM</b>	<b>FIRST CLASS</b>
MONDAY	10-23-23	6:30PM-8:30PM	Configuration and Setup
TUESDAY	10-24-23	SELF PACED	Configuration and Setup
WEDNESDAY	10-25-23	6:30PM-8:30PM	Configuration and Setup
THURSDAY	10-26-23	6:30PM-8:30PM	Configuration and Setup
<b>SATURDAY</b>	<b>10-28-23</b>	<b>10:00AM-1:00PM</b>	<b>CLASS PROJECT</b>
MONDAY	10-30-23	6:30PM-8:30PM	Configuration and Setup
TUESDAY	10-31-23	SELF PACED	Configuration and Setup
WEDNESDAY	11-01-23	6:30PM-8:30PM	Object Manager and Lightning App Builder
THURSDAY	11-02-23	6:30PM-8:30PM	Object Manager and Lightning App Builder
<b>SATURDAY</b>	<b>11-04-23</b>	<b>10:00AM-1:00PM</b>	<b>CLASS PROJECT</b>
MONDAY	11-06-23	6:30PM-8:30PM	Object Manager and Lightning App Builder
TUESDAY	11-07-23	SELF PACED	Object Manager and Lightning App Builder
WEDNESDAY	11-08-23	6:30PM-8:30PM	Object Manager and Lightning App Builder
THURSDAY	11-09-23	6:30PM-8:30PM	Object Manager and Lightning App Builder
<b>SATURDAY</b>	<b>11-11-23</b>	<b>10:00AM-1:00PM</b>	<b>ONLINE ONLY</b>
MONDAY	11-13-23	6:30PM-8:30PM	Object Manager and Lightning App Builder
TUESDAY	11-14-23	SELF PACED	
WEDNESDAY	11-15-23	6:30PM-8:30PM	Sales and Marketing Applications
THURSDAY	11-16-23	6:30PM-8:30PM	Sales and Marketing Applications
<b>SATURDAY</b>	<b>11-18-23</b>	<b>10:00AM-1:00PM</b>	<b>CLASS PROJECT</b>
MONDAY	11-20-23	SELF PACED	Sales and Marketing Applications
TUESDAY	11-21-23	SELF PACED	Service and Support Applications
WEDNESDAY	11-22-23	SELF PACED	Service and Support Applications
THURSDAY	11-23-23	HOLIDAY	HOLIDAY
<b>SATURDAY</b>	<b>11-25-23</b>	HOLIDAY	HOLIDAY
MONDAY	11-27-23	6:30PM-8:30PM	Service and Support Applications
TUESDAY	11-28-23	SELF PACED	Service and Support Applications
WEDNESDAY	11-29-23	6:30PM-8:30PM	Workflow/Process Automation
THURSDAY	11-30-23	6:30PM-8:30PM	Workflow/Process Automation
<b>SATURDAY</b>	<b>12-02-23</b>	<b>10:00AM-1:00PM</b>	
MONDAY	12-04-23	6:30PM-8:30PM	Workflow/Process Automation
TUESDAY	12-05-23	SELF PACED	Workflow/Process Automation
WEDNESDAY	12-06-23	6:30PM-8:30PM	Data and Analytics Management
THURSDAY	12-07-23	6:30PM-8:30PM	Data and Analytics Management
<b>SATURDAY</b>	<b>12-09-23</b>	<b>10:00AM-1:00PM</b>	<b>CLASS PROJECT</b>
MONDAY	12-11-23	6:30PM-8:30PM	REVIEW
TUESDAY	12-12-23	SELF PACED	Data and Analytics Management
WEDNESDAY	12-13-23	6:30PM-8:30PM	Productivity and Collaboration
THURSDAY	12-14-23	6:30PM-8:30PM	Productivity and Collaboration
<b>SATURDAY</b>	<b>12-16-23</b>	<b>10:00AM-1:00PM</b>	<b>FINAL CLASS</b>