

Santa Monica College
Introduction to Salesforce Certificate of Achievement

Effective Fall 2026

The Introduction to Salesforce Certificate of Achievement program explores the different certifications and career opportunities at Salesforce. Students gain expertise in professional customer service skills, professional conduct, and positive problem-solving in modern workplace settings. Students will delve deeper into CRM (Customer Relationship Management) technology and the automation of sales, marketing, communication, and workflow processes.

Program Learning Outcomes:

Demonstrate proficiency using Salesforce in a business environment.

Apply Salesforce's introductory concepts and its core functions in a business setting.

Formulate tactics and strategies to connect with customers using Salesforce Service Cloud and Salesforce Marketing Cloud.

Explore different certifications and career opportunities that are available in the Salesforce job market.

Required Courses

Units: 9.0

BUS 36 Salesforce for your Business	3.0
BUS 36A Customer Service in the Digital Age	3.0
BUS 36B Introduction to Salesforce Marketing Cloud	3.0

Total: 9.0