![Miami Dade College logo]

Course Description

MAR1930| Introduction to Salesforce Marketing Cloud | 1.00 – 3.00 credits

This course introduces students on how to build and personalize a 1:1 marketing campaign that can help connect and deliver the right message, to the right person, at the right time. Students will learn how to manage the most utilized marketing channels in the industry and discover new marketing tools.

Course Competencies

Competency 1: The student will explore the concepts of Marketing Cloud and the Marketing Cloud Basics by:

1. Defining Salesforce and Marketing Cloud and its role in the sales industry
2. Utilizing a Salesforce Marketing Cloud demo with a real-time project
3. Describing the architecture of Marketing Cloud
4. Recognizing the navigation and important options in the tool

Competency 2: The student will distinguish the operations and configurations of Marketing Cloud by:

1. Identifying the supported systems for Marketing Cloud
2. Exploring the supported databases for Salesforce and Marketing Cloud
3. Analyzing the potential integration with other tools
4. Recognizing the limitations of the Marketing Cloud platform

Competency 3: The student will recognize the automation products of Marketing Cloud by:

1. Identifying all the features of Email Studio
2. Defining all the concepts around subscribers and lists
3. Practicing with e-mail creation on Email Studio
4. Preparing an A/B test
5. Comparing and contrasting various customers in different stages as acquisition, engagement, and loyalty with Journey Builder

Competency 4: The student will identify the benefits of advertising products under the Salesforce Marketing Cloud products by:

1. Discussing how to raise awareness for your brand or service through Advertising Studio
2. Exploring the use of the software to acquire new customers
3. Examining how to engage with current customers using Advertising Studio
4. Defining the process of upselling and cross- selling with offers of interest

Competency 5: The student will identify the measure and the analytics solutions of Salesforce Marketing Cloud by:

1. Recognizing Salesforce Datorama marketing benefits and usages
2. Defining the key capabilities and use cases enabled by the partnership and integration of Salesforce Marketing Cloud and Google Analytics 360

Learning Outcomes:

- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Use computer and emerging technologies effectively