



UBI
BUSINESS
SCHOOL

Post Graduate Certificate in Salesforce CRM And Marketing Automation



**Shaping Minds
for the 21st
Century**



Why UBI's PG Certificate Programme

01

Access to Salesforce programmes at no extra cost

02

Obtain official Salesforce certifications

03

Real project implementation in a European company

04

All professors certified in Salesforce

05

100% hands-on boot camp

MAIN OBJECTIVES



Understand how Salesforce works within the digital strategy of companies.



Know the main functionalities offered by the different products.



Learn how to use the products and master the various Salesforce products.



Obtain the necessary expertise to be autonomous in the management and use of the main Salesforce tools.



Have the necessary skills to work in the industry. Strengthen the professional skills.

STRUCTURE OF THE SALESFORCE PROGRAMME

| | | |
|------------------------|------------------------------------|---|
| <p>Module 1</p> | <p>CRM</p> | <ul style="list-style-type: none"> -Salesforce ecosystem -CRM overview -Sales cloud platform -Service cloud -Sales Cloud & Service Cloud implementations -Admis, Sales & Service Certifications |
| <p>Module 2</p> | <p>Marketing Automation</p> | <ul style="list-style-type: none"> -Marketing Automation overview -Marketing Cloud Overview -Email Studio & Cloud Pages -Salesforce Pardot -Salesforce Social Studio -Automation Studio & Journey Builder -Mobile Studio -Marketing Cloud Implementations -Marketing Cloud Certifications -360 view: Sales, Service Marketing Cloud |
| <p>Module 3</p> | <p>Integrative Project</p> | <ul style="list-style-type: none"> -Professional Skills -Ethics, Responsibility & Sustainability -Integrative Project Development |

OFFICIAL CERTIFICATIONS

CRM



MARKETING AUTOMATION



FAQ



What's the programme timetable?

The programme starts on 23rd of September and the taught part finishes on 10th of December. Sessions take place on Fridays 13.30 to 18.30 and Saturdays 9.00 to 13.00 every other weekend.



Does the programme have access to Salesforce platforms?

Yes, the whole programme is based on the use and access to actual Salesforce platforms



Will I have support during the programme?

Yes, the programme is taught by lecturers that will be working alongside participants.



Can I participate if I'm not based in Brussels?

Yes, participants can join the programme remotely by attending synchronous sessions online. Sessions are delivered from UBI's purposed-built hybrid classroom. Live sessions are recorded and posted in the School's virtual learning environment for participants to review.

FAQ



How much are the tuition fees?

The tuition fees are €3,950 and include the cost of three Salesforce official certifications.



What do I get after completion?

Upon completion of the all the programme's requirements, graduates receive a Post Graduate Certificate in Salesforce CRM and Marketing Automation by UBI Business School along with three Salesforce official certifications. Participants can choose between three certifications on CRM or three on Marketing Automation.



How do I engage with the programme (lecturers, classmates, etc.)?

Participants can engage online synchronously. They will also have access to UBI's virtual learning environment to work in teams, discuss with lecturers, and make progress through the programme. All sessions are recorded.



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Submit your application

[CLICK HERE](#)

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