

- **SALESFORCE ADMINISTRATION**
- **MARKETING CLOUD**
- **COMMERCE CLOUD**
- **HANDS ON: SALESFORCE TOOLS**

For further information, please contact us at:

Bruno Bucher (bbucher@isdi.education) for Company trainings
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SALESFORCE ADMINISTRATION



Obtain a comprehensive vision of Salesforce Administration essentials with Salesforce certified instructors. Learning the fundamentals of Salesforce applications will enhance your portfolio and give you a competitive advantage in the workplace, giving you the skills of tomorrow, today. Check the agenda by clicking here.



The Administration Essentials for Experienced Admins is a comprehensive and hands-on course for administrators who are ready to significantly ramp up their skills and knowledge about using Salesforce to solve their most pressing business needs. Check the agenda by clicking here.



Using real-world scenarios, this course will teach administrators how to set up products, price books, quotes, and orders to streamline their processes. Check the agenda by clicking here.



Using real-world scenarios, this course will teach administrators how to configure Salesforce Knowledge, set up service contracts with milestones and entitlements, create the Console for Service application, configure the SoftPhone using Open CTI, and set up Live Agent. Check the agenda by clicking here.

SALESFORCE ADMINISTRATION

	JANUARY	FEBRUARY	MARCH	APRIL
ADMIN ESSENTIALS	Madrid: 20/1 - 24/1 9:00 - 18:00	Barcelona: 17/2 - 21/2 10:00 - 18:00	Madrid: 9/3 - 13/3 9:00 - 18:00	Madrid: 20/4 - 24/4 9:00 - 18:00
ADMIN ADVANCED			Madrid: TBC	
SALES CLOUD CONSULTANT		Online: 17/2 - 20/2 17:00 - 21:00 (CET)		
SERVICE CLOUD CONSULTANT			Online: 23/3 - 26/3 17:00 - 21:00 (CET)	

MARKETING CLOUD

**SALESFORCE
CERTIFIED** 

Marketing Cloud
Email Specialist

In this interactive course, email marketers will gain hands-on experience creating emails, sending and tracking results, managing subscriber data, segmenting data to deliver targeted, relevant messages, and learning automation tools to automate campaigns and daily tasks. Check the agenda by clicking here.

**SALESFORCE
CERTIFIED** 

Pardot Specialist

This course will show you how to effectively design, build, and implement marketing workflows, as well as use Pardot-generated reports to make data-driven decisions. Check the agenda by clicking here.

**SALESFORCE
CERTIFIED** 

Marketing Cloud
Consultant

Discover the best marketing automation tools and skills, including segmentation and tracking, managing data through lists or data extensions, configuring customer-oriented journeys and configuring the marketing cloud and marketing cloud connections. Check the agenda by clicking here.

**SALESFORCE
CERTIFIED** 

Marketing Cloud
Developer

In this course, you will learn new tips and techniques for accelerated development and best practice development methodologies in the platform. On completion of the course, you should be able to prepare for and attain the Salesforce Marketing Cloud Developer certification. Check the agenda by clicking here

MARKETING CLOUD

	JANUARY	FEBRUARY	MARCH	APRIL
MARKETING CLOUD EMAIL & JOURNEY BUILDER		Madrid: 24/2 - 28/2 09:00 - 18:00		Madrid: 13/4 - 17/4 09:00 - 18:00 Barcelona: 20/4 - 24/4 10:00 - 18:00
PARDOT SPECIALIST			Online: 9/3 - 12/3 17:30 - 21:00	
MARKETING CLOUD CONSULTANT		Online: 20/1 - 30/1 + Feb 11,12 17:00 - 21:00		
MARKETING CLOUD DEVELOPER			Madrid: March 27 9:00 - 17:00 (English)	

COMMERCE CLOUD

B2C COMMERCE

B2C Commerce Developer with SFRA is a comprehensive and hands-on course that introduces the core programming concepts, relevant files, and scripting language for Salesforce B2C Commerce. It is a must for developers new to Salesforce B2C Commerce and experienced developers looking to ramp up on Storefront Reference Architecture. Using real-world scenarios, this course covers how to customize the Storefront Reference Architecture and modify a B2C Commerce Cloud storefront. Check the agenda by clicking [here](#).

B2B COMMERCE

B2B Commerce Training is an expert-led course that includes the foundational course (B2B-101) plus added technical topics. It is designed to provide an orientation of the B2B Commerce components as well as hands-on exploration of the platform across architectural, functional, and technical topics. The Salesforce B2B Commerce solution is built natively on the Salesforce CRM platform. This means that our customers, their distributors, and ultimately their buyers seamlessly combine commerce and CRM data for a complete view of the customer or account. Check the agenda by clicking [here](#).

COMMERCE CLOUD

	JANUARY	FEBRUARY	MARCH	APRIL
B2C COMMERCE DEVELOPER		Barcelona: 25/2 - 28/2 10:00 - 18:00 (English)		
B2C COMMERCE MANAGER			Madrid: 17/3 - 20/3 9:00 - 18:00 (English)	
B2B COMMERCE DEVELOPER				Madrid: 28/4 - 29/4 9:00 - 18:00 (English)

HANDS-ON: SALESFORCE TOOLS

SALESFORCE DMP

Data processing has become one of the fundamental pillars in business development at all levels, from making more effective investments to understanding the specific needs of each client. If you want to get the most out of your data, Salesforce DMP is your tool. Check the agenda by clicking [here](#).

AMPSCRIPT

AMPscript is a proprietary scripting language used within Marketing Cloud content and has the ability to display and format subscriber data; query, manipulate and update data in data extensions; make simple or complex decisions on content generation; unlock truly 1:1 messaging. Check the agenda by clicking [here](#).

MARKETING CLOUD

This course is designed for email digital marketers who manage the email channel for their organization. No prior knowledge of the Marketing Cloud is needed. Check the agenda by clicking [here](#).

INTERACTION STUDIO

Learn how to visualize, track, and manage customer experiences with real-time interaction management — driving valuable engagement at the right moment, just the way your audience prefers. Check the agenda by clicking [here](#).

HANDS-ON: SALESFORCE TOOLS

	JANUARY	FEBRUARY	MARCH	APRIL
SALESFORCE DMP		Madrid: 25/2 - 27/2 18:00 - 21:00		
AMPSCRIPT			Madrid: 26/3 09:00 - 17:00 (English)	
INTERACTION STUDIO				Madrid: 14/4 - 16/4 09:00 - 15:00
MARKETING CLOUD		Madrid: 17/2 - 28/2 17:30 - 21:30		