

Trailhead for Students

Overview



Introduction

Since 1997, Salesforce has been helping customers connect to their customers in whole new ways. We have seen a shift in technology, from mainframes to servers, from cloud to social, to Internet of Things and artificial intelligence today. With these shifts in technology, customers have come to expect a more connected experience. They want the brands they interact with to treat them as more than just a transaction. We have seen this transition in every industry – from service to sales, to products and communities.

In order to personalize the customer experience – for example, having a brand recommend something similar to what you previously purchased or your car knowing it needs an oil change and scheduling it for you – companies need to have integrated networks to analyze data from social media, chat, email, and more. Salesforce provides a platform for companies to do just that. Today, Salesforce is the number one customer relationship management (CRM) tool and is used by thousands of companies every day.

The Salesforce Economy

By 2020, IDC predicts that Salesforce's ecosystem will have created \$389B in positive GDP impact and almost 2 million net-new jobs worldwide.

\$389 Billion

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Salesforce and its ecosystem of partners and customers contribution to worldwide GDP

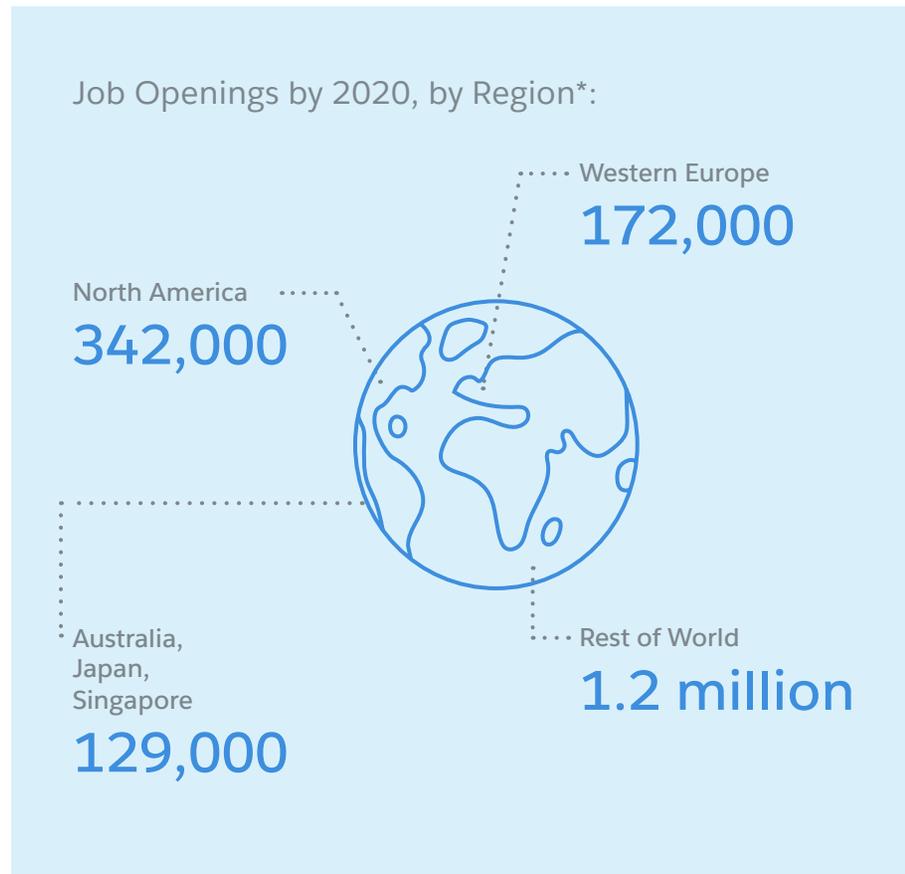
1.9 Million

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Direct jobs created by Salesforce and its ecosystem of partners and customers



Introducing Trailhead for Students

With more and more companies creating customized experiences, along with more and more data, and larger CRM systems, there is a huge skill gap developing. A recent [IDC report](#) found that there will be 1.9 million jobs in the Salesforce ecosystem by 2020. We're working to ensure that students are ready for tomorrow's economy.



The Trailhead for Students program has a mission to create economic impact and improve the state of the world through partnerships with governments, colleges, and nonprofits for workforce development efforts. We do this by bringing professional-level content into the classroom so that students can be prepared for these jobs.

As part of the program, we provide what you need to build Salesforce training right into your business and IT programs. While your students benefit from the same training we offer our best customers (the same materials for professionals), they'll also get some added perks like subsidized certification exams, which are highly sought-after and industry recognized, and access to Salesforce infrastructure where they can practice and hone their newly acquired skills.

We are passionate about working with educators like you to drive a proliferation of skilled Salesforce users to meet the increasing demand for Salesforce-certified graduates – professionals who are more knowledgeable, more business-savvy, and more employable than ever before.

Student Career Paths

Armed with their new knowledge, students can take on careers in marketing, sales, and technology. Each role provides these new professionals a way to put their Salesforce skills to use and develop their careers. Learn more about each career path, what skills are required, and what a day in the life looks like by clicking on a role below.*

How Big is the Opportunity?

Don't take our word for it. Find out how many jobs are in your area. Search for Salesforce jobs on any of the popular job sites to see just how many opportunities there are for your students!

For example check out [Indeed](#), [LinkedIn](#), or [Glassdoor](#).



Business Analyst

\$88,230

Average salary

3,240

U.S. Job openings
past 12 months

[Learn More >](#)



Salesforce Developer

\$112,620

Average salary

7,975

U.S. Job openings
past 12 months

[Learn More >](#)



Marketing Manager

\$85,627

Average salary

3,058

U.S. Job openings
past 12 months

[Learn More >](#)



Sales Manager

\$90,275

Average salary

16,084

U.S. Job openings
past 12 months

[Learn More >](#)

Learn for Free with Trailhead

Start on your learning path with Trailhead – where you can integrate hands-on learning of a wide variety of Salesforce topics with Trailhead. Trailhead is your students' path into the Salesforce economy. It's the fun way to learn the skills your students need to transform, earn credentials that grow their career, and connect with a global movement of Trailblazers to continue learning together. Trailhead is our online platform where you can learn at your own pace through guided learning paths, collecting badges, and scoring points – getting rewarded for the skills you learn. Bonus: it's all completely free.

Trailhead provides students the ability to learn new topics and get hands-on. Our challenge engine allows students to complete real-world business challenges in a safe Salesforce instance called a Trailhead Playground. Once they've completed the necessary steps, our engine will check to ensure the student completed each step as required providing real-time feedback on their work. Get started with Trailhead today and try a module like [CRM Essentials](#) or take a look at the [Business Specialist course trailmix](#).

Mix and Match with Trailmix!

In addition to the collection of modules we've put together around specific courses, Trailmix gives YOU the ability to build your own collection of Trailhead content. Want a bit more on dashboards? Add a module! Want to line up the modules with your course syllabus? Drag and re-order, add trails, modules, and projects, then share! Students can access your Trailmix via a special link you share with them. With Trailmixes, you have the flexibility to create your own Trailhead learning path.

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Content to Match Your Needs

Trailhead is not just for learning the basics. Check out some of these more advanced topics for inspiration on what you can include in your course:

- [Lightning Experience Reports & Dashboards](#)
- [Process Automation](#)
- [Build and Administer Analytics](#)

Start with Business Specialist for Free

Start teaching Salesforce today with our FREE Business Specialist Trailhead course. If your students are completely new to Salesforce, this course and related credential (coming soon) will provide them the foundational knowledge and the validation to kick-start their career.

The course teaches students the following:

- Business value of each Salesforce application
- Basics of the security and data access model
- Fundamentals of user management
- Phases of a Salesforce implementation
- Business process automation
- Reporting requirements and considerations

This course is designed as a great primer for Salesforce skills and creates a pathway to roles like consultants, sales operations, or business analysts - as well as to any of the other tracks. This course requires no previous knowledge or experience of Salesforce and is great for students early in their business, technology, or creative major. Basically, it's the foundation students need to pursue any career in the Salesforce ecosystem!

This course guide is designed to help you fit the course into your classroom and includes everything you need. [Download our free guide](#) and get started teaching Salesforce today!

What's Inside?

This kit will include everything you need to get started with teaching the Business Specialist course including:

- ✓ Course overview
- ✓ Topics, modules, and a Trailmix
- ✓ Sample course layouts and teaching formats
- ✓ Classroom best practices
- ✓ Support options



Other Curriculum

In addition to the content on Trailhead, Trailhead for Students provides our same professional content at a highly reduced rate for the classroom. Our courses span the various career paths and range from eight to 40 hours of content. The courses can be categorized into five main types, or tracks: fundamentals, business analyst, administrator, developer, and cloud specific.

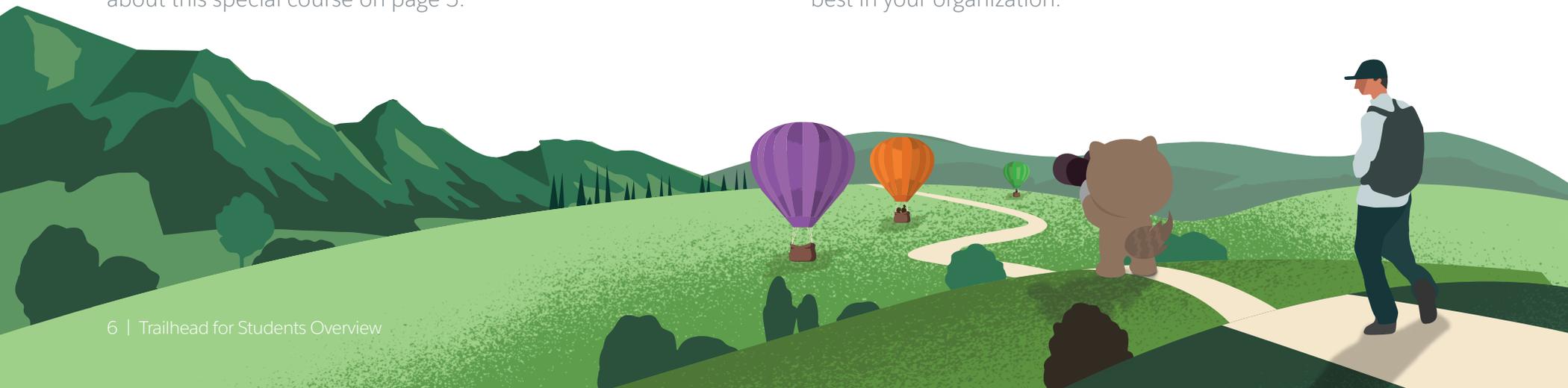
Our fundamentals course provides strong foundational knowledge of the Salesforce Platform and is great for students who are preparing to move into the administrator or developer track. Our cloud-specific courses are perfect for the sales- or service-focused class and cover the basics of the platform specific to either sales or service.

Our business specialist course, built on Trailhead, prepares students with the knowledge they need to be an integral part of business operations. This course is ideal for students looking at consulting, sales operations, or business analyst roles. Learn more about this special course on page 5.

The administrator and developer tracks, are more in-depth and work toward related [certifications](#). These courses include our most popular course, Admin Essentials, as well as a more advanced admin course. For the developer track, we offer both a declarative (no-code) course and a programmatic (click + code) course.

To see the latest list of courses available, check out our [website](#). Our content is typically embedded in programs one of three ways: boot camp sessions (one week), stand-alone classes (one-to-few weeks), or integrated into a current course (3–12 weeks depending on term or semester). Bootcamps work well during summer or winter breaks while stand-alone classes are great to accelerate training in a short period of time to prepare for credentials. Integrated courses allow hands-on experience in addition to the topics you already teach in a course.

We're happy to share more examples or discuss what would work best in your organization.



Other Curriculum

Click on any course to learn more about the topics it covers.



Fundamentals

What's Possible –
Fundamentals

[STR 101 \(24 hrs\)](#)



Business Analyst

Business Specialist
Essentials

[BSX 101 \(20 hours\)](#)

Recommended



Administrator

Admin Essentials

[ADM 201 \(40 hrs\)](#)

Advanced Admin

[ADM 211 \(40 hrs\)](#)

Admin Proficiency
Pack

[SPP 201 \(4-6 Weeks\)](#)



Developer

Building Apps
(Force.com)

[DEV 402 \(40 hrs\)](#)

Programmatic Dev

[DEV 450 \(40 hrs\)](#)



Cloud Specific

Sales Cloud for Reps

[SLS 101 \(8 hrs\)](#)

Service Cloud for
Agents

[SVC 101 \(16 hrs\)](#)

Sales Cloud for
Managers

[SLS 201 \(8 hrs\)](#)

Service Cloud for
Managers

[SVC 201 \(16 hrs\)](#)

Other Curriculum

Our courses include the following materials:

For Students

Digital Textbook and Exercise Guide

Digital textbook and exercise guide for the purchased course (same content provided via Salesforce professional courses).

Practice Org

Students will receive a Salesforce instance that they can use to practice their hands-on exercises. These will be available for 180 days.

Certification Discounts

Students automatically receive 50% off certification exams for courses that lead to a certification. To encourage students to go that last step and earn certification, we also offer full vouchers for a low, bundled price.

Student Community

Join our [student community](#) – designed for students to interact, share experiences, ask questions, and more.

For Educators

Course Materials

Educators will receive the digital facilitator guide and course PowerPoint slides.

Practice Org

Educators will receive a Salesforce instance that they can use to demo hands-on exercises. These will be available for 180 days.

Educator Community

Join our [educator community](#) – designed for educators in the program. It's a great place to ask questions, share best practices, and stay involved in the community.



Path to Teaching

Through Trailhead for Students, you receive all the materials you need to teach Salesforce – just provide the educator. We’ve created a pathway for educators to get prepared to teach. Already have faculty certified in what they want to teach? They’re just about ready!

Planning on teaching Business Specialist via Trailhead? Get started by completing our [Business Specialist Trailmix](#) or by taking an instructor-led version online.

1 Enroll in a Course

Potential educators start by [enrolling in the course](#) they want to teach through our Trailhead offerings. These instructor-led in-person or virtual courses provide potential educators with the product knowledge they need while learning from a certified instructor.

2 Attempt Certification

If the course being taught leads toward a certification, the potential educator should attempt the certification exam. This not only helps them share their experience with students, but gives them a chance to earn their certification.

3 Review Instructor Materials

Once the course is completed, educators can request instructor materials to begin reviewing and identifying how to embed the content into their course.

4 Join Success Community

Salesforce has a vibrant community of dedicated users who are ready and willing to share their knowledge. We ask educators to join their [local user group](#) as well as our [educator community](#) where they can post questions, learn best-practices, and engage with the community.

5 Order Student Kits

That’s it! Educators are ready to start teaching. The next step is to start enrolling students and order student kits.



Student Spotlight

Students everywhere are learning valuable new skills by having Salesforce curriculum at their campuses and in the courses they're already taking. More than new knowledge, the hands-on experience they gain is indispensable when looking to blaze their trail towards a career in the Salesforce ecosystem. Don't take it from us, read what students had to say:

“Salesforce is not just for the multi million dollar companies; I'm seeing a lot of non profits and even local governments who are transitioning to Salesforce and if I want to be employable in the Bay Area and beyond then I'm going to have to learn the technology of today.”

ESTHER FISHMAN

Masters of Public Administration
University of San Francisco

“The partnership between Salesforce and San Francisco State is a fantastic way to provide equal opportunity for all. I am an ethnic minority student at San Francisco State University and this has helped me to gain competitive advantage in the job search journey by having participated in the Salesforce Business Specialist training. Thank you!”

HOA NGUYEN

BS, Finance and Decision Science
San Francisco State University

“This was a blessing in disguise. The course was absolutely amazing and I now understand how the Salesforce certification is in demand and can use this to get a job. Thank you so much for this opportunity.”

Divya recently earned her Admin Certification and has several job prospects in progress.

DIVYA BANSAL

Northlake Community College

“Overall, it was really great to be able to have this opportunity at San Francisco State University with a huge and successful company like Salesforce. My initial decision to take the course was because I wanted to get a leg up on everyone and get ahead of the game by putting the skills on my resume. This is a really awesome opportunity for the University.”

COLLIN FINEGAN

BS, Finance
San Francisco State University

Next Steps

Want to Learn More?

Join one of our [weekly small-group webinars](#) to hear a program overview and get your questions answered.

Have Questions?

Have questions on embedding the course content, what course is right for your students, or something else not covered here? Get in touch!

Email us at: academicalliance@salesforce.com

Ready to Get Started?

Great! Reach out to us to get your faculty registered for a course or to order student materials.

Email us at: academicalliance@salesforce.com





salesforce

CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY

