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# Salesforce Marketing Cloud Syllabus



# Modules:



## 1. Data & Subscriber

Describe ways to store data in SFMC. Understand subscribers, subscriber key. Distinguish between lists and data extensions & their use cases



## 4. Segmentation

Types of segmentation. Create simple and complex filters. Behavioural data to filter. Refresh segments manually. Basics of SQL & use cases



## 2. Creating Content

Understand Content Builder & importing assets into it. Learn to manage content and create content blocks, templates, emails etc



## 5. Automation

Create activities to use in automation. Types of automation. Configure Triggered email. Create Journeys.



## 3. Test, sending and analytics

Use testing tools in SFMC. Understand subscriber statuses. Send emails. Send classification and types of unsubscribes. Learn tracking & reporting



## 6. Summary & Logic Building

Revision of 5 previous topics and combining them to solve practical use case scenarios. Understand certification questions and logic building activities

\* Note: The training Program is built in such way with multiple module for better understanding which would cover the above topics. There would be checkpoints and tutorials. At the time of training you will be provided with Marketing Cloud user and it will be suspended after the training program is completed.