

Salesforce Development & Administration

A job-ready, fully online program that takes you from CRM and admin foundations to building and deploying real Salesforce solutions — administration, Flows, Apex, triggers, Lightning Web Components, integrations, and DevOps. Build a portfolio, prep for certification, and get interview-ready.

Total: 60–65 Hours

Free Foundation: 15 Hours

Job-Ready Program: 45–50 Hours

Online & Live

Certificate

Free Foundation — 15 Hours

Start learning for free. Build your core CRM, Salesforce platform, administration, and version control foundations.

Module 1: Salesforce & CRM Fundamentals

Estimated Time: 4 Hours**Learning Objectives**

- Understand CRM concepts and the Salesforce ecosystem
- Navigate a Salesforce org with confidence

Topics

- What CRM is and why businesses use Salesforce
- Salesforce editions, clouds, and the AppExchange
- Setting up a free Developer Edition org

Hands-on

- Create your own Salesforce Developer org and explore Setup

Assessment: Quiz + Guided Exercises

Module 2: Salesforce Platform Navigation & Data Model

Estimated Time: 4 Hours**Learning Objectives**

- Understand standard and custom objects
- Model data with fields and relationships

Topics

- Objects, records, fields, and tabs
- Standard objects: Accounts, Contacts, Leads, Opportunities
- Custom objects, fields, and lookup/master-detail relationships

Hands-on

- Build a custom object with fields and relationships

Assessment: Quiz + Lab

Module 3: Salesforce Administration Basics (Users & Security)

Estimated Time: 5 Hours

Learning Objectives

- Manage users and control access
- Apply the Salesforce security model

Topics

- Creating users, profiles, and permission sets
- Roles, org-wide defaults, and sharing rules
- Object, field, and record-level security

Hands-on

- Configure profiles, permission sets, and sharing for a team

Assessment: Quiz + Lab

Module 4: Version Control with Git & GitHub

Estimated Time: 2 Hours

Learning Objectives

- Track Salesforce metadata and code with Git
- Collaborate and showcase work on GitHub

Topics

- Repositories, commits, and branches
- Merging, pull requests, and conflict resolution
- Building a professional Salesforce GitHub profile

Hands-on

- Push your first Salesforce project to GitHub

Assessment: Quiz + Lab

Paid Job-Ready Program — 45–50 Hours

Go from foundations to fully employable across advanced admin, Flows, Apex, LWC, integrations, and DevOps.

Module 5: Advanced Administration & Process Automation (Flows)

Estimated Time: 6 Hours

Learning Objectives

- Automate business processes without code
- Build robust, maintainable Flows

Topics

- Validation rules, formula fields, and approval processes
- Record-triggered, screen, and scheduled Flows
- Flow best practices and debugging

Hands-on

- Automate a multi-step business process with Flows

Assessment: Project Milestone

Module 6: Data Management & Security Model

Estimated Time: 4 Hours

Learning Objectives

- Import, export, and maintain quality data
- Apply the full security and sharing model

Topics

- Data Import Wizard and Data Loader
- Duplicate rules, data quality, and mass updates
- Advanced sharing, record ownership, and field-level security

Hands-on

- Load and clean a dataset, then secure it by role

Assessment: Lab

Module 7: Reports, Dashboards & Analytics

Estimated Time: 4 Hours

Learning Objectives

- Surface insights with reports and dashboards
- Communicate data to business stakeholders

Topics

- Report types, filters, and summary formulas
- Matrix and joined reports, bucketing
- Dashboards, components, and subscriptions

Hands-on

- Build a reports pack and an executive dashboard

Assessment: Lab

Module 8: Apex Programming Fundamentals

Estimated Time: 7 Hours

Learning Objectives

- Write Apex to extend Salesforce with code
- Query and manipulate data with SOQL and DML

Topics

- Apex syntax, variables, collections, and control flow
- SOQL and SOSL queries
- DML operations and governor limits

Hands-on

- Write Apex classes that query and update records

Assessment: Project Milestone

Module 9: Advanced Apex & Triggers

Estimated Time: 5 Hours

Learning Objectives

- Automate logic with Apex triggers
- Write testable, bulk-safe Apex

Topics

- Trigger events, context variables, and trigger frameworks
- Bulkification and best practices
- Asynchronous Apex: future, batch, and queueable

Hands-on

- Build a bulk-safe trigger with a handler class

Assessment: Project Milestone

Module 10: Lightning Web Components (LWC)

Estimated Time: 6 Hours

Learning Objectives

- Build custom UIs with Lightning Web Components
- Connect components to Salesforce data

Topics

- LWC structure: HTML, JavaScript, and metadata
- Reactivity, events, and component communication
- Wire service, Apex methods, and Lightning Data Service

Hands-on

- Build a custom LWC that reads and writes records

Assessment: Project Milestone

Module 11: Salesforce Integration & APIs

Estimated Time: 5 Hours

Learning Objectives

- Integrate Salesforce with external systems
- Consume and expose REST and SOAP APIs

Topics

- REST and SOAP callouts from Apex
- Authentication, named credentials, and JSON handling
- Platform events and inbound integrations

Hands-on

- Integrate Salesforce with an external REST API

Assessment: Project Milestone

Module 12: Deployment, DevOps & Testing

Estimated Time: 4 Hours

Learning Objectives

- Test and deploy Salesforce changes reliably
- Apply DevOps practices to a Salesforce project

Topics

- Apex test classes and code coverage
- Change sets, sandboxes, and the SFDX/CLI workflow
- CI/CD and metadata deployment with Git

Hands-on

- Write tests and deploy metadata between orgs

Assessment: Lab

Module 13: Salesforce Certification Prep (Admin & Platform Developer I)

Estimated Time: 3 Hours

Learning Objectives

- Prepare for the Administrator and Platform Developer I exams
- Practice exam-style questions and strategies

Topics

- Exam blueprints and key knowledge areas
- Practice questions and concept reviews
- Time management and exam-day strategy

Hands-on

- Take timed practice exams and review answers

Assessment: Practice Exam

Module 14: Capstone CRM Project, Portfolio & Job Readiness

Estimated Time: 4 Hours

Learning Objectives

- Ship a complete, portfolio-ready Salesforce CRM project
- Prepare for the Salesforce job search

Topics

- End-to-end capstone CRM planning and build
- Portfolio, GitHub, and resume optimization
- Salesforce interview, scenario, and coding prep

Hands-on

- Build and deploy an end-to-end capstone CRM project; mock interviews and resume review

Assessment: Capstone Project + Mock Interview

Total Course Duration: 60–65 Hours

Free Foundation (15h) + Paid Job-Ready Program (48h). Includes portfolio projects, certification prep, resume & interview prep, mock interviews, and a Progmatrix Certificate of Completion. Enroll at www.progmatrix.com