

### **Course 1: Google Suite**

- Google Sheets, Google Sheets Advance, Forms, and Slides
- Analyse spreadsheet data for a practical use case

### **Course 2: Introduction to CRM and Salesforce**

- Sales and CRM Overview
- Configuring Salesforce for Marketing and Sales
- Salesforce for Customer Service
- Reports and Dashboards

### **Course 3: Digital Marketing**

- Digital Marketing Introduction
- Website Building and Analytics
- SEO
- SEM and Google Ads
- Social Media Marketing and Facebook Ads

### **Course 4: Data Analytics**

- Statistics Introduction
- SQL Queries
- Business Insights with Tableau