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Subject: Collegial Consolation: SMC Salesforce CoA
Date: Tuesday, April 1, 2025 1:24:17 PM

Hello LARC Voting members and colleagues,

I am writing to complete the collegial consolation requirement for new program recommendation. I am sending this to all Voting members because just about every college in our region has Marketing & Distribution.

This new program meets the COE threshold for endorsement from a labor market perspective. **There were 3636 online job postings with Salesforce in the title**, with roughly 400 completers in general Sales and Marketing.

Please see the description below:

Introduction to Salesforce Certificate of Achievement” (9 units)

This is a new stackable certificate students can earn while gaining specialized technical skills in the globally recognized Customer Relations Management (CRM) tool, Salesforce. Salesforce is used across numerous industries in Los Angeles, providing a career path where students gain marketable skill sets to achieve gainful employment.

If you have any questions or concerns, please contact me at ramos_patricia@smc.edu or the lead SMC faculty Katya Rodriguez, Rodriguez_Katya@smc.edu.

We appreciate your support!
Thank you!

Tricia Ramos

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