

SmashFly University Learning Tracks

Recommended Course
Optional Course

SMASHFLY PRODUCT SUITE	USER ROLES	JOB-EU101	JOB-EU102	CRM-EU101	CRM-EU102	CRM-EU103	CMS-SA201	EVT-EU101	EVT-EU102	SMF-SA201	SMF-SA202	SMF-RP201
JOB	Recruiter	R	R									
	Recruitment Marketer	R	R									
	Sourcing Specialist	R	R									
	Hiring Manager	O	O									
	Administrator	R	R							R	R	O
CRM	Recruiter			R	R	O						
	Recruitment Marketer			R	R	R						
	Sourcing Specialist			R	R	R						
	Hiring Manager			O	O	O						
	Administrator			R	R	R				R	R	O
EVT	Recruiter							O	O			
	Recruitment Marketer							R	R			
	Sourcing Specialist							O	O			
	Hiring Manager							O	O			
	Administrator							R	R	R	R	O
CMS	Recruiter											
	Recruitment Marketer											
	Sourcing Specialist											
	Hiring Manager											
	Administrator						R			O	O	
SMF	Recruiter											
	Recruitment Marketer											
	Sourcing Specialist											
	Hiring Manager											
	Administrator	O	O	O	O	O	O			R	R	O
Reporting	Recruiter											O
	Campaign Manager											O
	Sourcing Specialist											O
	Hiring Manager											O
	Administrator											R

Note: Learning Track Recommendations Can Vary Based on Organizational Sourcing Strategy

Platform Module	Course Code	Course Title
JOB	JOB-EU101	JOB End User 101 - Introduction to Job Marketing
JOB	JOB-EU102	JOB End User 102 - Leveraging Job Marketing
CRM	CRM-EU101	CRM End User 101 - Building Your SmashFly Database
CRM	CRM-EU102	CRM End User 102 - Leveraging Your SmashFly Database
CRM	CRM-EU103	CRM End User 103 - Campaigning to Your Contacts
CMS	CMS-SA201	CMS System Administrator 201 - Introduction to Career Marketing Site Administration
EVT	EVT-EU101	EVT End User 101 - Introduction to SmashFly Events
EVT	EVT-EU102	EVT End User 102 - Managing SmashFly Events
SMF (ALL*)	SMF-SA201	SMF System Administrator 201 - Introduction to Administration Configuration
SMF (ALL*)	SMF-SA202	SMF System Administrator 202 - Introduction to Content Configuration
Reporting	SMF-RP201	Reporting Licensed User 201 - Analytics Dashboard Training

* Cross Platform

Platform Acronym Key

CMS	Career Marketing Sites
CRM	Contact Relationship Management
JOB	Job Marketing
SMF	SmashFly
EVT	Events