

Postgraduate Certificate Salesforce Market Consulting





Postgraduate Certificate Salesforce Market Consulting

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/us/information-technology/postgraduate-certificate/salesforce-market-consulting

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01

Introduction to the Program

Salesforce, the world leader in Customer Relationship Management (CRM), has revolutionized the way organizations manage their data, automate processes and optimize the customer experience. According to a Gartner report, Salesforce maintains a 23.8% share of the global CRM market, surpassing its competitors and consolidating itself as the preferred solution for companies in all sectors. Taking into account that the digital transformation has redefined commercial strategies and customer management, TECH has designed this Postgraduate Certificate that will address all related aspects. Using a 100% online methodology, professionals will become experts in the implementation and optimization of this platform, acquiring key skills to advise companies on their digital growth.





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Do you want to boost your professional growth and find better job opportunities? This program will allow you to acquire the knowledge necessary to excel in Salesforce”

Salesforce Market Consulting is essential for companies seeking to maximize their commercial performance and improve the customer experience through advanced technological solutions. In this sense, Salesforce, as a leading CRM platform, allows organizations to manage their customer relationships more efficiently, optimizing sales, marketing and customer service processes. All of this has driven the need for experts who are proficient in its multiple applications and functionalities.

To respond to this growing demand, TECH has designed this Postgraduate Certificate in Salesforce Market Consulting, an innovative program that will provide comprehensive and up-to-date education in this area. Using a multidisciplinary approach, it will delve into data analysis, the personalization of commercial strategies and the optimization of business processes through this platform. Likewise, it will address key topics such as advanced customer management, workflow automation, integration with Artificial Intelligence tools and the development of loyalty strategies.

By acquiring this knowledge, specialists will be able to implement Salesforce solutions that boost their growth. In this way, they will have access to a wide variety of professional opportunities in sectors such as banking, technology, e-commerce and digital marketing, whether in consulting firms, large corporations or even starting their own consulting business.

In addition, this program will be delivered 100% online, providing the flexibility needed to balance studying with other responsibilities. Thanks to TECH's innovative Relearning methodology, based on the progressive reiteration of content, students will be able to consolidate their learning effectively and without the need to memorize large volumes of information. Finally, they will be able to access all the material 24 hours a day, through an interactive and dynamic platform.

This **Postgraduate Certificate in Salesforce Market Consulting** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Salesforce
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Special emphasis on innovative methodologies in Salesforce Market Consulting
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



Thanks to the benefits of this Postgraduate Certificate, you will be able to assimilate all the concepts on the syllabus effectively, regardless of your geographical location or availability"

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Thanks to the most comprehensive and up-to-date syllabus on the market, you will quickly acquire the key skills to perform in Salesforce Market Consulting”

Its teaching staff includes professionals from the Salesforce field, who bring their work experience to this program, as well as renowned specialists from leading companies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

TECH, the world's largest online university according to Forbes, will offer you the opportunity to specialize in Salesforce Market Consulting at your own pace, without neglecting your personal or work responsibilities.

You will master Salesforce and revolutionize market consulting! Thanks to this Postgraduate Certificate, you will manage process automation, data analysis and business strategies with the most powerful CRM.



02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.



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Study at the largest online university in the world and ensure your professional success. The future begins at TECH”

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

Forbes

The best online university in the world

The most complete syllabus

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

TOP
international faculty



The most effective methodology

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

World's No.1
The World's largest online university

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.



03 Syllabus

This qualification will offer a comprehensive approach, combining theory and practice to provide in-depth knowledge about the strategic use of Salesforce. Through a structured syllabus, professionals will analyze best practices in integration with tools such as Tableau and Pardot, implementation of chatbots with Artificial Intelligence and omnichannel management to improve customer relations and enhance business growth. They will also address key issues such as data analysis in CRM, customer segmentation, campaign automation, personalization of the user experience and optimization of the sales funnel.



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A flexible program for a career without limits: you will have access to dynamic and effective learning, without fixed schedules and from any device connected to the Internet. Enroll now!”

Module 1. APEX Programming for Salesforce

- 1.1. Development Tools
 - 1.1.1. Developer Console
 - 1.1.2. Recommended IDE for Apex Programming
 - 1.1.3. Salesforce Extensions for vs. Code
 - 1.1.4. Code Builder
- 1.2. Programming with Apex
 - 1.2.1. Apex Programming
 - 1.2.2. Apex Transaction, Methods and Static Variables
 - 1.2.3. Exception Handling in Apex
- 1.3. Data Access from Apex
 - 1.3.1. SOQL Structures and Fundamentals in Apex
 - 1.3.2. Apex Variables in SOQL and SOSL
 - 1.3.3. DML Statements against Methods of the System Database Class
- 1.4. Apex Triggers
 - 1.4.1. Triggers and Execution Order
 - 1.4.2. Context Variables
 - 1.4.3. Bulk Triggers and Best Practices
- 1.5. Asynchronous Apex
 - 1.5.1. Future Apex
 - 1.5.2. Queueable Apex and Execution Chaining
 - 1.5.3. Apex Scheduler
- 1.6. Batch Apex
 - 1.6.1. Batch Apex Architecture
 - 1.6.2. Batch Jobs
 - 1.6.3. Limitations of Batch Apex
- 1.7. Security in Apex
 - 1.7.1. Apex Applications: Security Methods
 - 1.7.2. Digital Experiences: Methods for Web Sites
 - 1.7.3. Crypto Layer of Apex





- 1.8. Record Sharing using Apex
 - 1.8.1. Sharing Managed by Apex
 - 1.8.2. Sharing Recalculation with Apex
 - 1.8.3. Assignment of Territories to Opportunities
- 1.9. Apex Callouts
 - 1.9.1. SOAP Service: Proxy Classes Generated via WSDL
 - 1.9.2. HTTP Requests: Methods of the HTTP Class
 - 1.9.3. Limitations of Apex Callouts
- 1.10. Execution of Unit Tests
 - 1.10.1. Unit Test Execution Patterns
 - 1.10.2. Test Data Isolation
 - 1.10.3. Simulated and Auxiliary Objects: System.StubProvider Interface
 - 1.10.4. Best Practices in the Development of Test Classes

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This TECH program is designed by industry-leading professionals who will guide you in everything related to Salesforce. You will become a highly skilled consultant!”

04

Teaching Objectives

This Postgraduate Certificate will provide specialists with a comprehensive and advanced view of the strategic use of this leading customer relationship management platform. Throughout the program, they will acquire key skills in data management, process automation and the customization of business strategies based on advanced analytics, essential elements for standing out in a highly competitive market. Based on this, graduates will acquire the necessary tools to excel in market consulting, whether by optimizing customer segmentation, automating workflows or implementing strategies based on Artificial Intelligence.



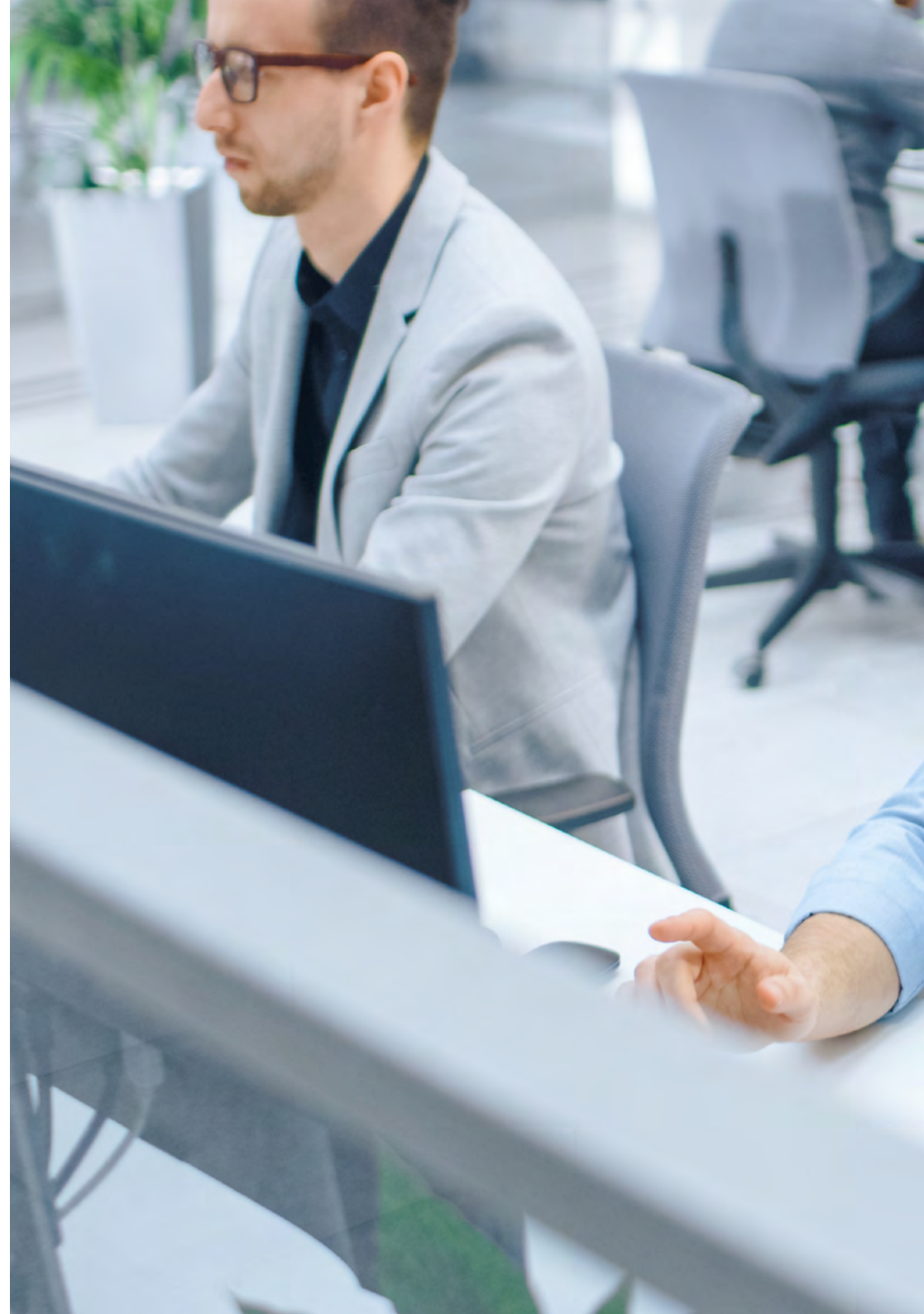
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You will have access to a flexible program that will allow you to learn at your own pace and apply innovative strategies in any field. TECH will give you the opportunity to take the next step in your career!”



General Objectives

- ♦ Analyze market trends using Salesforce tools
- ♦ Implement CRM strategies to improve customer relationships
- ♦ Configure and customize Sales Cloud and Marketing Cloud according to business objectives
- ♦ Automate sales and marketing processes to optimize conversion
- ♦ Interpret data and generate strategic reports with Salesforce Analytics
- ♦ Integrate Salesforce with other platforms for a 360° view of the customer
- ♦ Apply customer segmentation for personalized and effective campaigns
- ♦ Manage leads and opportunities to maximize sales performance
- ♦ Assess the impact of sales strategies using KPIs in Salesforce
- ♦ Prepare for official certifications in Salesforce market consulting





Specific Objectives

- Create and manage classes and triggers in Apex to handle business logic in Salesforce
- Develop solutions that integrate effectively with other platforms using Apex



With this 100% online program, you will learn how to optimize business strategies, manage customers and use tools such as Marketing Cloud and Sales Cloud. Enroll now and become a specialist in the leading CRM platform!"

05

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



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TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

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*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

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TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

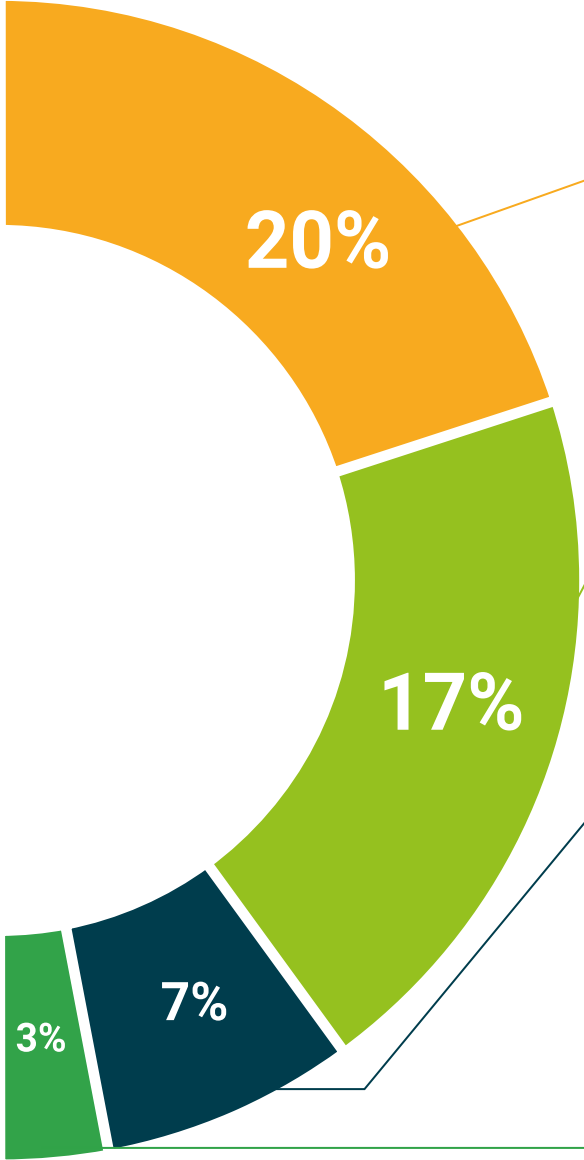
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.
Learning from an expert strengthens knowledge and memory, and generates confidence for future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



06

Teaching Staff

This academic program has a teaching staff of excellence, made up of world-class experts in the implementation and optimization of this leading CRM platform. In fact, the teaching staff is made up of Salesforce-certified consultants, digital marketing specialists, data analysts, and technology project managers, who will provide a multidisciplinary and strategic vision. Thanks to their vast experience in the field, the mentors will provide a practical and up-to-date approach, ensuring that students acquire knowledge in line with current market trends and demands.





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Only TECH will give you the opportunity to learn from the best, enhance your professional growth and acquire a highly competitive profile in a dynamic and constantly evolving environment”

Management



Ms. Carrillo Pineda, Carmen

- CDP Data Specialist at Boehringer Ingelheim
- Degree in Journalism and Communication from the Universidad del Istmo
- Degree in Philosophy and Theology from the Ponifical University of the Holy Cross
- Master's Degree in Business Administration and Management from the IMF Business School
- Expert in Salesforce
- Specialist in Outbound Marketing from the Business School (Madrid)
- Expert in Business Intelligence (Power BI and Tableau) from the Center for Financial Studies



07

Certificate

This Postgraduate Certificate in Salesforce Market Consulting guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Postgraduate Certificate issued by TECH Global University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This private qualification will allow you to obtain a diploma for the **Postgraduate Certificate in Salesforce Market Consulting** endorsed by TECH Global University, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Salesforce Market Consulting**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



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Postgraduate Certificate Salesforce Market Consulting

