

# Postgraduate Certificate Salesforce Data Cloud CDP



## Postgraduate Certificate Salesforce Data Cloud CDP

- » 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-data-cloud-cdp](http://www.techtitute.com/us/information-technology/postgraduate-certificate/salesforce-data-cloud-cdp)

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# 01

# Introduction to the Program

In the digital age, efficient data management is a fundamental pillar for strategic decision making in companies. In this context, Customer Data Platforms (CDPs) have become increasingly relevant, allowing for the unification, segmentation and activation of data in real time. According to a Gartner report, more than 70% of global companies are adopting CDP technologies to optimize data management and improve their marketing and sales strategies. Taking into account the importance of this field, TECH has developed this Postgraduate Certificate that will provide solid knowledge in data management, advanced segmentation and intelligent automation. All this, based on a 100% online, dynamic and innovative methodology.





A man in a grey suit and blue shirt is looking down at a woman's work. The woman's hair is visible in the foreground. The background is blurred, suggesting an office setting. The image is partially obscured by a teal diagonal graphic element.

“

*This Postgraduate Certificate will give you access to a centralized vision of customers, allowing you to optimize automated marketing strategies. Thanks to its 100% online format, you will progress at your own pace”*

In a world increasingly driven by data intelligence, companies require advanced solutions to integrate, analyze and take advantage of their customers' information in real time. In this sense, Salesforce Data Cloud CDP has become an essential tool in this field, allowing professionals to unify large volumes of data and personalize the user experience through Artificial Intelligence. In fact, their mastery is key to optimizing marketing strategies, improving customer loyalty and maximizing business performance in highly competitive environments.

In response to this need, TECH has designed this Postgraduate Certificate in Salesforce Data Cloud CDP, which will provide the most advanced knowledge in real-time data collection, segmentation and activation. Throughout this syllabus, designed with a comprehensive approach, professionals will delve into customer profile management, AI-based automation and the integration of heterogeneous data sources. In addition, they will explore the application of predictive models and the optimization of the Customer Data Platform, guaranteeing a complete understanding of this cutting-edge technology.

In this way, specialists will prepare themselves to improve the efficiency of their operations and data-based decision making. They will find ample opportunities for professional growth in strategic sectors such as Business Intelligence, CRM Management and Data Analytics. They will also be prepared to lead digital transformation projects and occupy key positions in technology companies, fintechs and digital marketing agencies.

In addition, this program will be delivered 100% online, allowing students to adapt their learning to their own pace and availability. In turn, the Relearning methodology will facilitate the assimilation of concepts through the progressive reiteration of content, ensuring an efficient, dynamic educational process that is completely up to date with the latest trends in the industry.

This **Postgraduate Certificate in Salesforce Data Cloud CDP** 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 the self-assessment process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies in Salesforce Data Cloud CDP
- ♦ 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 most complete and up-to-date syllabus on the market, you will acquire the key skills to perform in the Salesforce Data Cloud CDP early on"*

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*This qualification represents a unique opportunity to specialize in advanced data management and enhance your professional profile in an increasingly competitive market”*

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.

*Flexibility, innovation and educational excellence: that's what studying at TECH is like. Thanks to TECH's Relearning methodology, you will assimilate the concepts in a progressive and efficient way.*

*You will be one step ahead in mastering Salesforce Data Cloud CDP, boosting your professional development and your positioning in an increasingly digitalized market.*





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.





“

*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.

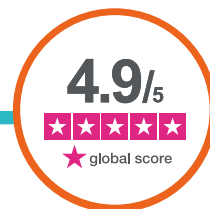
**Leaders in employability**

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.



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# 03 Syllabus

Throughout an up-to-date syllabus, professionals will address essential concepts such as identity management and profile resolution, data quality and enrichment, connection with advanced analytics tools and the implementation of cloud-based scalable architectures. They will also delve into regulatory compliance in data protection, the optimization of marketing strategies based on Artificial Intelligence and the measurement of the impact on business ROI. Finally, they will emphasize key issues such as real-time data integration, intelligent segmentation, personalization of user experiences and automation of the Customer Journey.





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*You will have access to an up-to-date syllabus and a 100% online methodology that adapts to you. This way you will know how to unify customer information, optimize personalized campaigns and enhance business strategies”*

## Module 1. Advanced Programming in Salesforce

- 1.1. Dynamic Apex
  - 1.1.1. Dynamic Access to Objects and Fields Definition
  - 1.1.2. Dynamic SOQL
  - 1.1.3. Dynamic DML
- 1.2. Platform Cache
  - 1.2.1. Platform Cache. Uses
  - 1.2.2. Org Cache
  - 1.2.3. Session Cache
  - 1.2.4. Best Practices
- 1.3. Platform Event Bus
  - 1.3.1. Platform Event Bus. Uses
  - 1.3.2. Publication of an Event
  - 1.3.3. Subscription to an Event
- 1.4. SOLID Principles
  - 1.4.1. *Single Responsibility*
  - 1.4.2. *Open-Closed*
  - 1.4.3. *Liskov Substitution*
  - 1.4.4. *Interface Segregation*
  - 1.4.5. *Dependency Investment*
- 1.5. Apex Enterprise Pattern
  - 1.5.1. Separation of Concerns (SOC)
  - 1.5.2. Selector Layer
  - 1.5.3. Domain Layer
  - 1.5.4. Service Layer
- 1.6. Trigger Framework
  - 1.6.1. Trigger Framework
  - 1.6.2. O'Hara
  - 1.6.3. Dan Appleman
  - 1.6.4. Hari Krishnan
  - 1.6.5. Scot Wells



- 1.7. Error Framework
  - 1.7.1. Error Framework
  - 1.7.2. Error Capture
  - 1.7.3. Platform Event to Register the Error
- 1.8. Framework Automations
  - 1.8.1. Automation Tools
  - 1.8.2. Design of Automation Framework
  - 1.8.3. Technical Aspects
- 1.9. Development Tools
  - 1.9.1. *Code Analyzer*
  - 1.9.2. Apex Replay
  - 1.9.3. Apex Log Analyzer
  - 1.9.4. *Explain Plan*
- 1.10. Troubleshooting Limits in Apex
  - 1.10.1. CPU Time
  - 1.10.2. Too Many SOQL
  - 1.10.3. Heap Size

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*You will benefit from a program designed by leading professionals in CRM and data analysis. With practical content and real cases, you will develop key skills to stand out in the digital environment”*



# 04

# Teaching Objectives

The main goal of this Postgraduate Certificate is to provide specialists with a deep and practical understanding of cloud data management, with a specific focus on the largest CRM platform. To achieve this, the program will focus on key aspects such as the integration of information sources, customer segmentation based on Artificial Intelligence, and process automation within the Salesforce ecosystem. In this way, graduates will be prepared to lead digital transformation projects with Salesforce, becoming highly sought-after experts in the technology sector.





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*In this Postgraduate Certificate you will discover how to transform data into winning strategies with Salesforce Data Cloud CDP. Enroll and become an expert in intelligent customer management!”*



## General Objectives

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- ◆ Understand how the Salesforce DataCloud CDP works and how it is applied in data management
- ◆ Analyze strategies for collecting, unifying and activating customer data
- ◆ Implement advanced segmentation models to optimize marketing personalization
- ◆ Configure data integration flows between platforms and the Salesforce DataCloud CDP
- ◆ Optimize data-based decision making through predictive analytics
- ◆ Manage the customer lifecycle through centralized and automated information
- ◆ Apply data governance and security techniques in Customer Data Platform environments
- ◆ Automate audience activation processes using dynamic rules and segmentations
- ◆ Assess the impact of marketing strategies based on unified data
- ◆ Develop skills for the implementation and management of solutions in Salesforce Data Cloud CDP





## Specific Objectives

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- Develop advanced skills in the use of Apex to solve complex and personalized problems in Salesforce
- Manage advanced development techniques such as exception handling, asynchronous programming and query optimization



*Boost your career by mastering Salesforce Data Cloud CDP! Thanks to TECH's innovative Relearning methodology, you will have access to flexible, dynamic and effective education. What are you waiting for to enroll?"*



# 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.

“

*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.



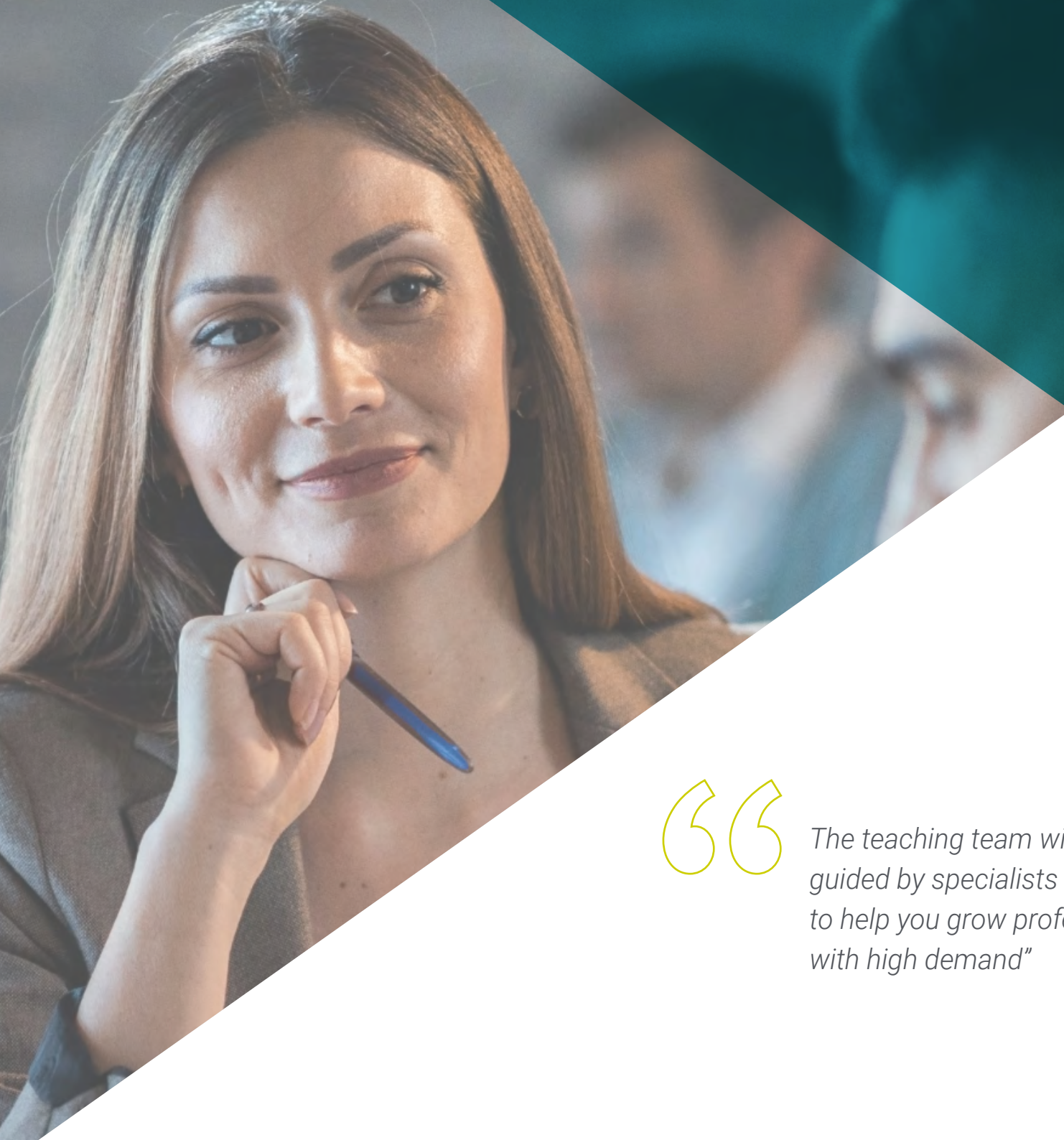


# 06

# Teaching Staff

This program has a highly qualified teaching staff, made up of active professionals who provide an up-to-date and applied vision of the industry. In fact, the team is made up of specialists with extensive experience in the use and implementation of Salesforce Data Cloud in companies from various sectors. These experts not only have a thorough knowledge of the theory, but also have experience in integrating Customer Data Platforms (CDP) into marketing, sales and customer service strategies. In this way, students will receive unparalleled education that will allow them to apply their knowledge immediately in their work environment.





“

*The teaching team will ensure excellent learning, guided by specialists who share their experience to help you grow professionally in an industry with high demand”*

## 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

## Professors

### Ms. Alonso Sánchez, Elena Begoña

- ♦ CDP Data Specialist at Boehringer Ingelheim
- ♦ CDP/DMP Consultant at Jakala Iberia
- ♦ CDP & RTIM Cloud Consultant at Omega CRM
- ♦ Master's Degree in Big Data and Business Analytics from EAE Business School
- ♦ Degree in Economics from the Complutense University
- ♦ Expert in CDP Technologies





# 07 Certificate

This Postgraduate Certificate in Salesforce Data Cloud CDP 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 Data Cloud CDP** 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 Data Cloud CDP**

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.



## Postgraduate Certificate Salesforce Data Cloud CDP

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