

Postgraduate Diploma

Commerce Cloud, Data Cloud and CRM in Salesforce



Postgraduate Diploma Commerce Cloud, Data Cloud and CRM in Salesforce

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Accreditation: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitude.com/us/information-technology/postgraduate-diploma/postgraduate-diploma-commerce-cloud-data-cloud-crm-salesforce

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01

Introduction to the Program

Salesforce, the world leader in cloud-based business management solutions, has developed tools such as Commerce Cloud and Data Cloud, which enable companies to offer personalized experiences, automate sales processes and maximize operational efficiency. According to a Gartner report, Salesforce maintains a market share of over 23% in CRM, consolidating its position as the most widely used platform globally. With this in mind, TECH has designed this Postgraduate Diploma to provide a complete immersion in the functionalities of this tool. Using a 100% online methodology, specialists will master the implementation of digital solutions adapted to different industries. In this way, they will contribute to the optimization of commercial processes and the improvement of the customer experience.



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By opting for TECH, you will not only enjoy accessible and up-to-date education, but you will also develop digital skills that will be useful in your daily professional practice”

Companies have understood that the key to success in the digital age lies in personalizing the customer experience and optimizing their business processes. In this context, Salesforce has established itself as the leading CRM platform, providing advanced tools such as Commerce Cloud and Data Cloud for data management and sales strategy automation. In fact, mastering these solutions allows professionals to boost business efficiency, improve customer loyalty and make decisions based on predictive analytics.

To respond to this demand, TECH has designed this Postgraduate Diploma in Commerce Cloud, Data Cloud and CRM in Salesforce that will provide the most up-to-date knowledge in this field. Through a dynamic and rigorous approach, the program will cover everything from advanced configuration of digital commerce environments to intelligent database management and marketing process automation. Likewise, it will delve into the integration of digital platforms, advanced customer segmentation and the implementation of solutions based on Artificial Intelligence.

Mastering these tools will open the door to numerous professional opportunities in a highly competitive environment. Graduates will be able to take on strategic roles such as CRM Manager, E-commerce Specialist or Data Analyst, contributing to the digital transformation of large corporations and startups. Thanks to the combination of technical knowledge and strategic vision, they will be prepared to lead innovative projects that maximize the impact of digital commerce and efficient customer management.

In addition, TECH will offer this program in a 100% online format, providing flexibility for experts to organize their learning according to their availability. Furthermore, the implementation of the Relearning methodology will favor the progressive assimilation of knowledge, optimizing the retention of key information and guaranteeing a dynamic and effective learning experience.

This **Postgraduate Diploma in Commerce Cloud, Data Cloud and CRM in Salesforce** 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 Commerce Cloud, Data Cloud and CRM in Salesforce
- ♦ 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



You will have a top-quality learning experience that is tailored to your needs and the demands of a constantly evolving professional environment”

“

You will have access to study materials, interactive summaries and additional reading to help you reach your full potential in Salesforce Commerce Cloud, Data Cloud and CRM”

With training that is flexible and adapted to the needs of the market, you will be prepared to take on new challenges in a constantly evolving digital environment.

Thanks to TECH's 99% employability, you will conquer the job market, backed by innovative teaching quality that will enable you to succeed in the digital sector.

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.



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 relies on an enormous faculty of more than 6,000 professors of the highest international renown.



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*Study at the world's largest online university
and guarantee your professional success.
The future starts at TECH”*

The world's best online university, according to FORBES

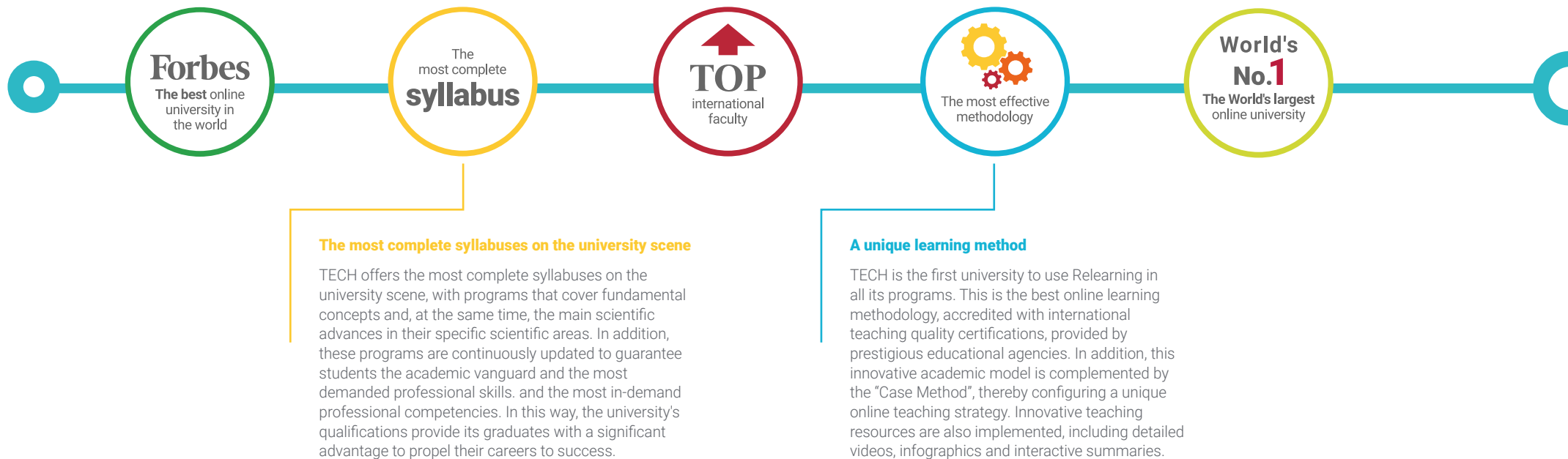
The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer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

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.

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.



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.

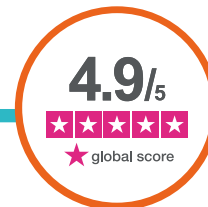
Leaders in employability

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.



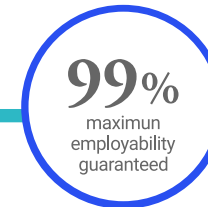
Google Premier Partner

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

TECH has designed an innovative and excellence-oriented syllabus with the aim of providing in-depth knowledge about the integration and management of Salesforce solutions in the business environment. Therefore, throughout the program, essential topics such as workflow automation with CRM, the integration of Artificial Intelligence in the personalization of the user experience and the implementation of omnichannel strategies in real time will be addressed. Likewise, emphasis will be placed on the configuration and customization of Commerce Cloud, advanced data analysis with Data Cloud and intelligent audience segmentation.



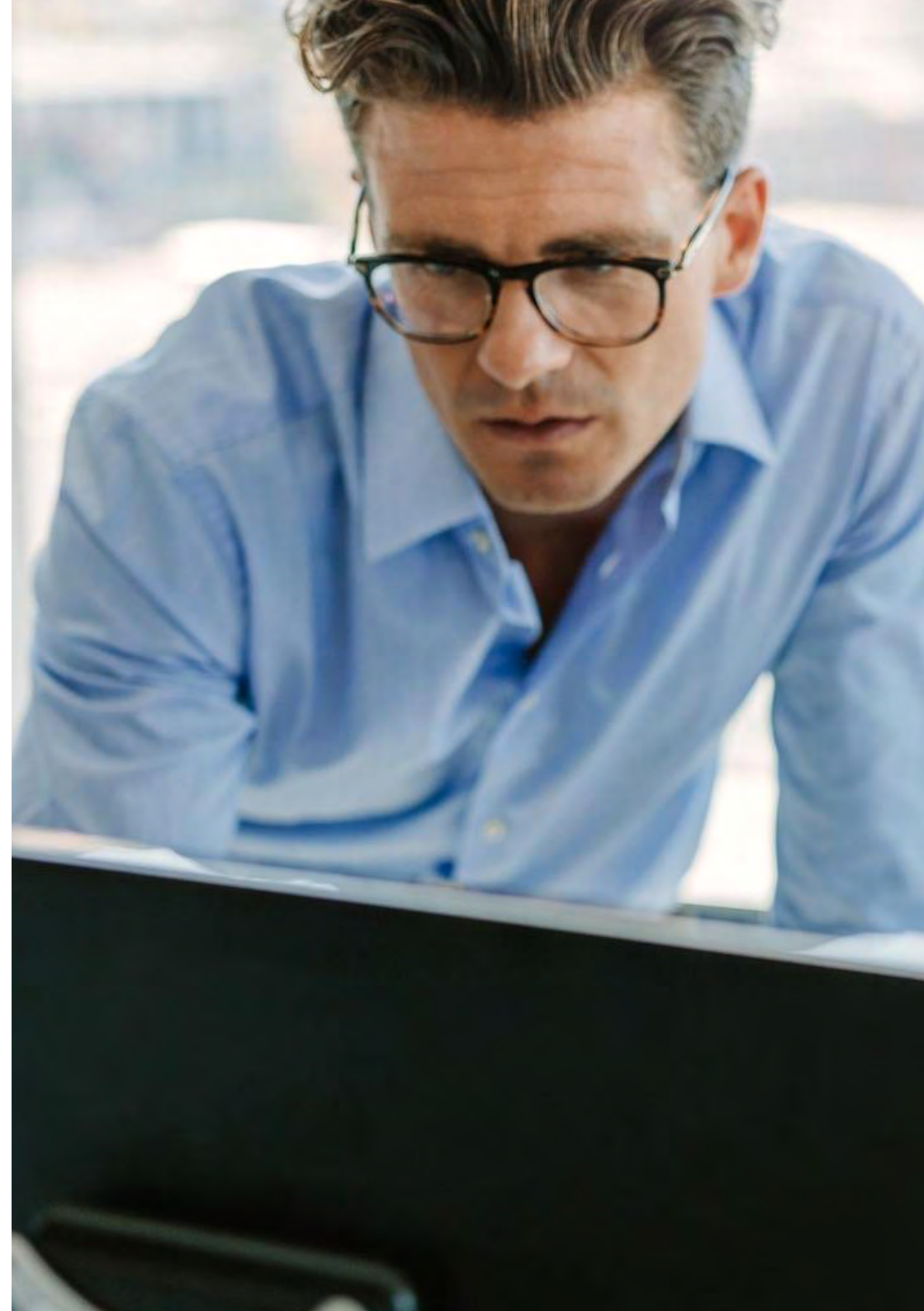


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With the online modality and the exclusive Relearning methodology, TECH will offer you a flexible and effective educational experience. You will have access to the best content and you will learn at your own pace, without limits or barriers”

Module 1. APIs and Integrations in Salesforce

- 1.1. Salesforce Integration
 - 1.1.1. Outbound Integrations from Salesforce
 - 1.1.2. Inbound Integrations to Salesforce
 - 1.1.3. Salesforce to Salesforce Integrations
 - 1.1.4. Salesforce API Libraries
- 1.2. *External Services*
 - 1.2.1. Open AP Standard Specification
 - 1.2.2. *External Credentials*
 - 1.2.3. *Named Credentials*
- 1.3. *Connected Apps*
 - 1.3.1. Connected Apps
 - 1.3.2. Integration Scopes
 - 1.3.3. Integration Authorization and Identity Management
 - 1.3.4. Connected Apps Security Policies
- 1.4. SOAP API
 - 1.4.1. Enterprise WSDL
 - 1.4.2. Partner WSDL
 - 1.4.3. Apex WSDL
 - 1.4.4. Metadata WSDL
- 1.5. Synchronous REST Integrations
 - 1.5.1. REST API in Salesforce
 - 1.5.2. Connect REST API in Salesforce
 - 1.5.3. Document Management in Salesforce by API
- 1.6. API for Data Migration
 - 1.6.1. Bulk API
 - 1.6.2. Configuration and Execution of Bulk Data Migration by Bulk API
 - 1.6.3. Data Processing in Bulk Loads
 - 1.6.4. Bulk API 1.0 vs. Bulk API 2.0





- 1.7. Event-Driven Integration.
 - 1.7.1. *Platform Event Bus*
 - 1.7.2. Streaming API in Salesforce
 - 1.7.3. Pub/Sub API in Salesforce
 - 1.7.4. Change Data Capture
 - 1.7.5. Subscription to Events from External Systems with cometD Framework
- 1.8. Integration for Configuration and Development
 - 1.8.1. Tooling API
 - 1.8.2. Metadata API
 - 1.8.3. Dynamic Organization Management based on Tooling API
- 1.9. Data Synchronization between Orgs
 - 1.9.1. Data Synchronization Patterns between Orgs
 - 1.9.2. Salesforce Connect with Cross-Org Adapter
 - 1.9.3. Open Data Protocol (oData)
 - 1.9.4. GraphQL with oData
- 1.10. Integration Patterns
 - 1.10.1. *Remote Process Invocation-Request and Reply*
 - 1.10.2. *Remote Process Invocation-Fire and Forget*
 - 1.10.3. *Batch Data Synchronization*
 - 1.10.4. *Remote Call-In*
 - 1.10.5. *UI Update Based on Data Changes*
 - 1.10.6. *Data Virtualization*

Module 2. Advanced Programming in Salesforce

- 2.1. Dynamic Apex
 - 2.1.1. Dynamic Access to Objects and Fields Definition
 - 2.1.2. Dynamic SOQL
 - 2.1.3. Dynamic DML
- 2.2. Platform Cache
 - 2.2.1. Platform Cache. Uses
 - 2.2.2. Org Cache
 - 2.2.3. Session Cache
 - 2.2.4. Best Practices

- 2.3. Platform Event Bus
 - 2.3.1. Platform Event Bus. Uses
 - 2.3.2. Publication of an Event
 - 2.3.3. Subscription to an Event
- 2.4. SOLID Principles
 - 2.4.1. *Single Responsibility*
 - 2.4.2. *Open-Closed*
 - 2.4.3. *Liskov Substitution*
 - 2.4.4. *Interface Segregation*
 - 2.4.5. *Dependency Investment*
- 2.5. Apex Enterprise Pattern
 - 2.5.1. Separation of Concerns (SOC)
 - 2.5.2. Selector Layer
 - 2.5.3. Domain Layer
 - 2.5.4. Service Layer
- 2.6. Trigger Framework
 - 2.6.1. Trigger Framework
 - 2.6.2. O'Hara
 - 2.6.3. Dan Appleman
 - 2.6.4. Hari Krishnan
 - 2.6.5. Scot Wells
- 2.7. Error Framework
 - 2.7.1. Error Framework
 - 2.7.2. Error Capture
 - 2.7.3. Platform Event to Register the Error
- 2.8. Framework Automations
 - 2.8.1. Automation Tools
 - 2.8.2. Design of Automation Framework
 - 2.8.3. Technical Aspects
- 2.9. Development Tools
 - 2.9.1. *Code Analyzer*
 - 2.9.2. Apex Replay
 - 2.9.3. Apex Log Analyzer
 - 2.9.4. *Explain Plan*

- 2.10. Troubleshooting Limits in Apex
 - 2.10.1. CPU Time
 - 2.10.2. Too Many SOQL
 - 2.10.3. Heap Size

Module 3. User Interface Programming in Salesforce

- 3.1. Visualforce
 - 3.1.1. VF Page Creation and Most Common Tags
 - 3.1.2. Standard Controller and Standard List Controller
 - 3.1.3. Custom Controller
 - 3.1.4. Error Handling
 - 3.1.5. Best Practices
- 3.2. Aura Component
 - 3.2.1. Creating Aura Components and Tags
 - 3.2.2. *Lightning Data Service*
 - 3.2.3. Communication with Apex Server
 - 3.2.4. Composition and Communication between Components
 - 3.2.5. Error Handling
 - 3.2.6. Best Practices
- 3.3. *Lightning Web Components*
 - 3.3.1. LWC Creation and Most Common Tags
 - 3.3.2. Event Management and Lifecycle Hooks
 - 3.3.3. Communication with Apex Server
 - 3.3.4. Composition of Pages and Communication between Components
 - 3.3.5. Shadow DOM
 - 3.3.6. Use of Cell Phone Capabilities
 - 3.3.7. Error Handling and Debugging
 - 3.3.8. Best Practices
- 3.4. *Lightning Message Service*
 - 3.4.1. Message Channel Creation and Scope Configuration
 - 3.4.2. Publishing a Message in a Message Channel
 - 3.4.3. Subscription to a Message Channel
 - 3.4.5. Limitations



- 3.5. UI Frameworks Coexistence
 - 3.5.1. Visualforce - Aura Component Interoperability
 - 3.5.2. Visualforce - LWC Interaoperability
 - 3.5.3. LWC - Aura Component Interoperability
- 3.6. *Lightning Design System*
 - 3.6.1. Platforms
 - 3.6.2. *Lightning Design System*
 - 3.6.3. Best Practices
- 3.7. *UI Testing*
 - 3.7.1. Jasmine
 - 3.7.2. Jest
 - 3.7.3. UTAM
 - 3.7.4. Selenium
- 3.8. Code Quality
 - 3.8.1. Settings
 - 3.8.2. Linter
 - 3.8.3. RetireJS
- 3.9. *Troubleshooting*
 - 3.9.1. Chrome Developer Console
 - 3.9.2. Identify Performance Problems
 - 3.9.3. Identify Network Problems
- 3.10. Mobile SDK
 - 3.10.1. Development Modes
 - 3.10.2. Hybrid Application Development
 - 3.10.3. Native Application Development (Android)

04

Teaching Objectives

This Postgraduate Diploma will provide a comprehensive overview of the most advanced technologies in customer management, digital commerce and data analysis. To this end, the program will focus on the configuration, customization and integration of Commerce Cloud, Data Cloud and CRM in Salesforce, enabling students to develop efficient solutions tailored to the needs of each organization. Graduates will be able to manage large volumes of information, design personalized sales strategies and optimize the customer experience in real time, guaranteeing their success in a highly competitive job market.



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Through a high-level syllabus, you will discover key strategies and advanced tools to lead the new era of digital commerce. Be part of the world's largest online university according to Forbes!”



General Objectives

- ♦ Implement digital commerce strategies with Salesforce Commerce Cloud to optimize the customer experience
- ♦ Manage and analyze data in Salesforce Data Cloud to improve business decision making
- ♦ Develop advanced CRM strategies to build customer loyalty and improve brand relationships
- ♦ Automate sales and marketing processes to increase business efficiency and profitability
- ♦ Personalize the user experience through the integration of artificial intelligence and data analytics
- ♦ Design and optimize workflows in Salesforce to improve customer conversion and retention
- ♦ Apply omnichannel strategies in Commerce Cloud to offer a fluid and connected shopping experience
- ♦ Implement predictive models of consumer behavior to boost sales
- ♦ Integrate Salesforce with other platforms and digital tools to improve business management
- ♦ Measure and optimize the performance of campaigns and strategies in real time with Data Cloud





Specific Objectives

Module 1. APIs and Integrations in Salesforce

- ♦ Understand the different Salesforce APIs and their use in integrations with other systems
- ♦ Apply secure and efficient integration strategies in Salesforce

Module 2. Advanced Programming in Salesforce

- ♦ 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

Module 3. User Interface Programming in Salesforce

- ♦ Design and develop personalized user interfaces using Visualforce
- ♦ Build adaptive solutions for end users using Salesforce UI development tools



With this exhaustive program, you will become an essential part of the digital evolution of companies, boosting your competitiveness and operational efficiency”

05

Career Opportunities

This qualification will open the door to a range of job opportunities in sectors such as e-commerce, technology consulting, banking, retail and digital services. Graduates will be prepared to perform key functions such as CRM Manager, Marketing Automation Specialist, E-commerce Consultant or Data Analyst, roles that are essential for strategic decision-making and the optimization of the customer journey. Likewise, their specialization in data analysis will allow them to design personalized campaigns and improve the profitability of companies through the intelligent use of information.



“

With a 100% online methodology based on Relearning, TECH will offer you an innovative program with up-to-date content. Enroll now and become an expert in the industry's leading platform!”

Graduate Profile

Graduates will position themselves as leaders in optimizing the customer experience and maximizing business performance through innovative technological solutions. Thanks to a comprehensive and applied approach, these professionals will have the necessary skills to lead digital transformation projects, implement efficient data architectures and develop loyalty strategies based on Artificial Intelligence and predictive analysis. In addition, their mastery of Salesforce will allow them to integrate business management systems, optimize marketing automation and guarantee the profitability of e-commerce platforms, playing a key role in the growth of organizations.

You will specialize with the best and advance efficiently in your career. With this program you will learn how to manage clients, optimize digital strategies and enhance e-commerce.

- ♦ **Analytical Thinking and Data-Driven Decision Making:** Interpret information extracted from Data Cloud and other analysis tools in Salesforce, transforming it into effective business strategies
- ♦ **Digital Skills and Technological Adaptability:** Master digital platforms such as Commerce Cloud and CRM, along with the ability to adapt to new technologies and constantly evolving digital environments
- ♦ **Leadership and Project Management:** lead digital transformation initiatives, manage teams and coordinate Customer Relationship Management (CRM) strategies in companies from different sectors
- ♦ **Effective Communication and Customer Focus:** develop communication skills to present reports, defend business strategies and improve customer relationships through personalized solutions





After completing the program, you will be able to use your knowledge and skills in the following positions:

- 1. Salesforce Administrator:** responsible for the configuration, maintenance and optimization of the Salesforce platform to improve operational efficiency and customer management.
- 2. CRM and Data Cloud Consultant:** manager of the implementation and customization of CRM and Data Cloud solutions to enhance customer acquisition and loyalty through advanced analytics.
- 3. E-commerce Manager at Commerce Cloud:** responsible for the strategic management of e-commerce platforms, ensuring an optimized shopping experience aligned with business needs.
- 4. Data Analyst at Salesforce:** coordinator of the transformation of data into valuable information using Business Intelligence tools and predictive analysis for business decision making.
- 5. Marketing Automation Specialist:** responsible for designing and executing automation strategies in Salesforce to personalize campaigns and improve the conversion of potential customers.
- 6. Digital Transformation Leader:** manager of the implementation of innovative technological solutions in companies seeking to optimize their processes and improve the customer experience.
- 7. Customer Experience Manager:** responsible for improving the relationship between the company and its customers through strategies based on data and real-time personalization.
- 8. Salesforce Solutions Developer:** in charge of creating and customizing applications within the Salesforce ecosystem to meet specific business needs.

06

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.



“

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 Euromed University 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 Euromed University 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 Euromed University graduates.

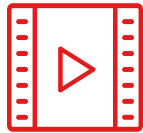
The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH Euromed University 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

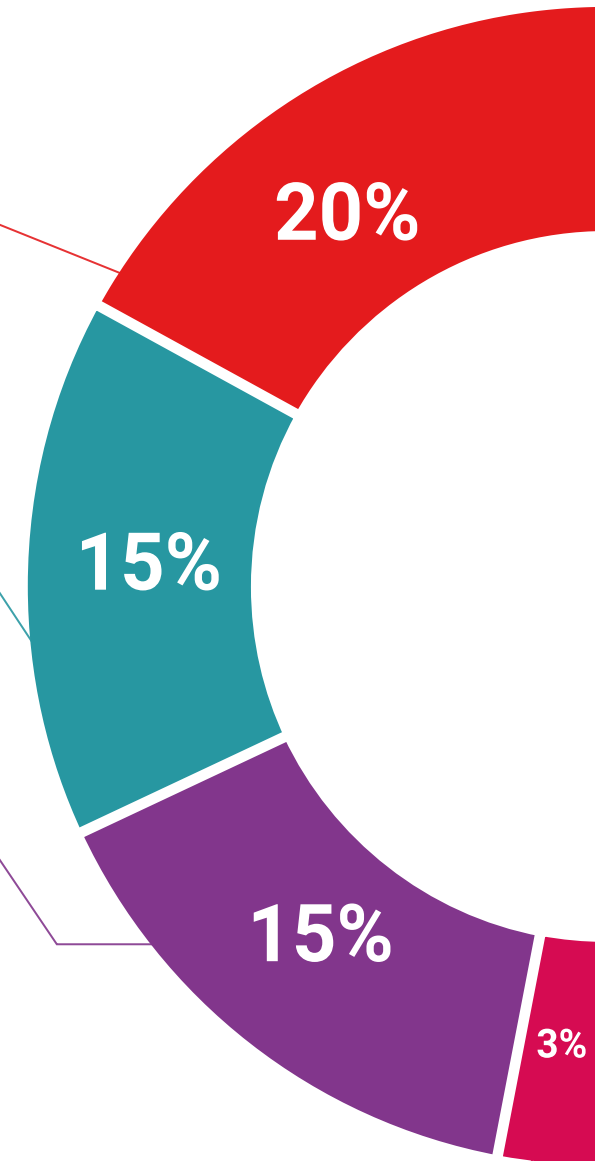
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

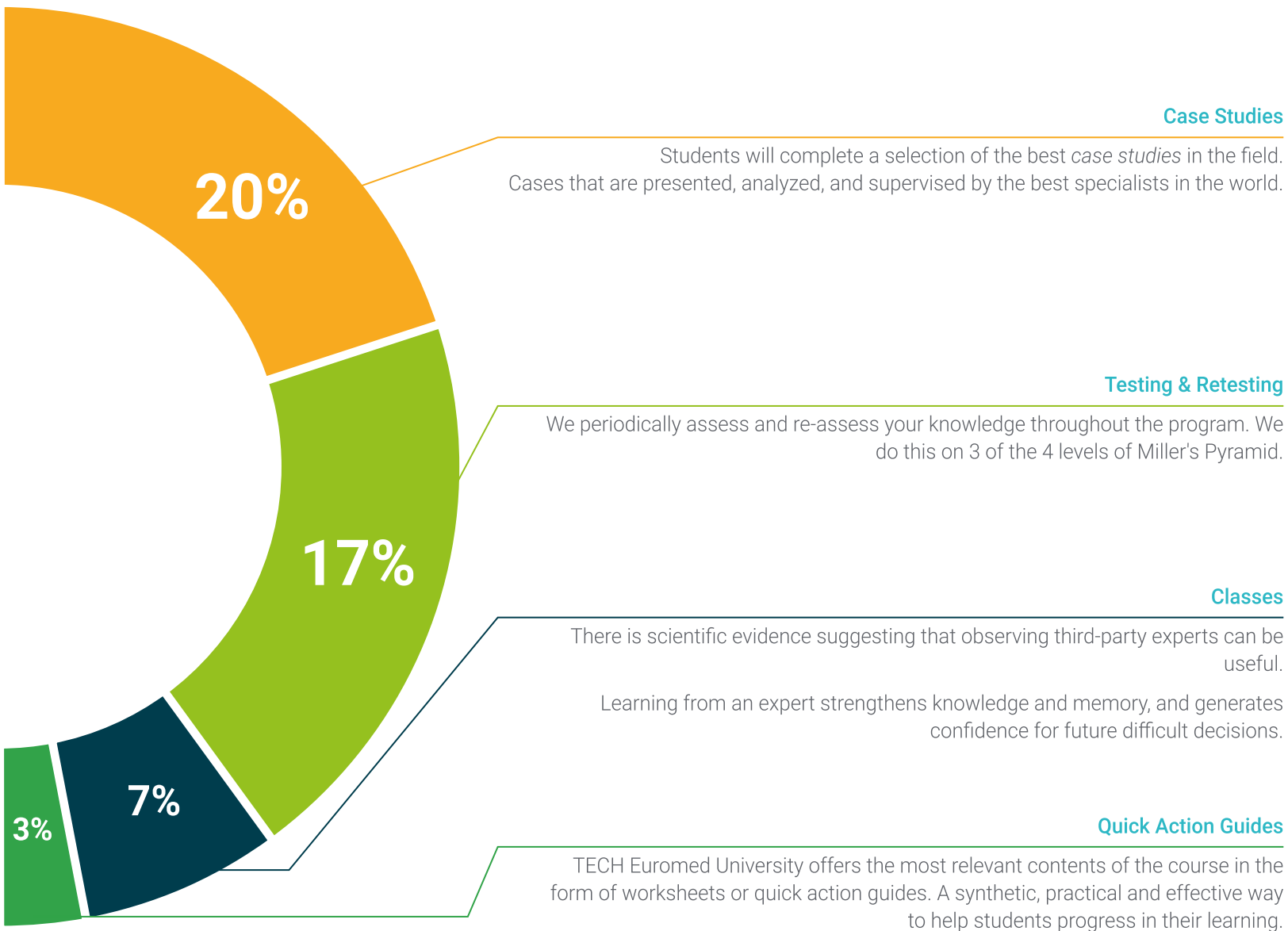
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





07

Teaching Staff

This qualification benefits from a highly qualified teaching staff, made up of experts in digital transformation, data analysis and customer management through Salesforce. Each of them has extensive experience in the sector and has worked on strategic projects for large companies, providing an up-to-date and practical vision of the best technological solutions. In this sense, this team not only stands out for its theoretical knowledge, but also for its applied experience in Commerce Cloud, Data Cloud and CRM, which allows it to offer a realistic approach oriented towards the resolution of business problems.



“

TECH teachers combine practical simulations, case studies and trend analysis, thereby facilitating a deep and effective understanding of the most advanced Salesforce tools”

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. Fernández Jiménez, Elena

- ♦ Senior Developer / Analyst at Seidor
- ♦ *Fullstack Developer*
- ♦ Degree in Software Engineering from the Complutense University of Madrid
- ♦ Expert in B2C Commerce Projects with SFCC
- ♦ Specialist in Front-end and Back-end Development

Mr. Ruiz Bellido, Jorge

- ♦ 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

Mr. Sánchez García, Javier

- ♦ Business Analyst at Accenture
- ♦ Degree in Computer Engineering from the Rey Juan Carlos University in Madrid
- ♦ Specialist in User Acceptance Testing at Accenture
- ♦ Specialist in Loyalty Programs and Digital Marketing at LeadClic-WAM
- ♦ Expert in Digital Marketing



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This Postgraduate Diploma in Commerce Cloud, Data Cloud and CRM in Salesforce guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Postgraduate Diploma issued by TECH Global University.



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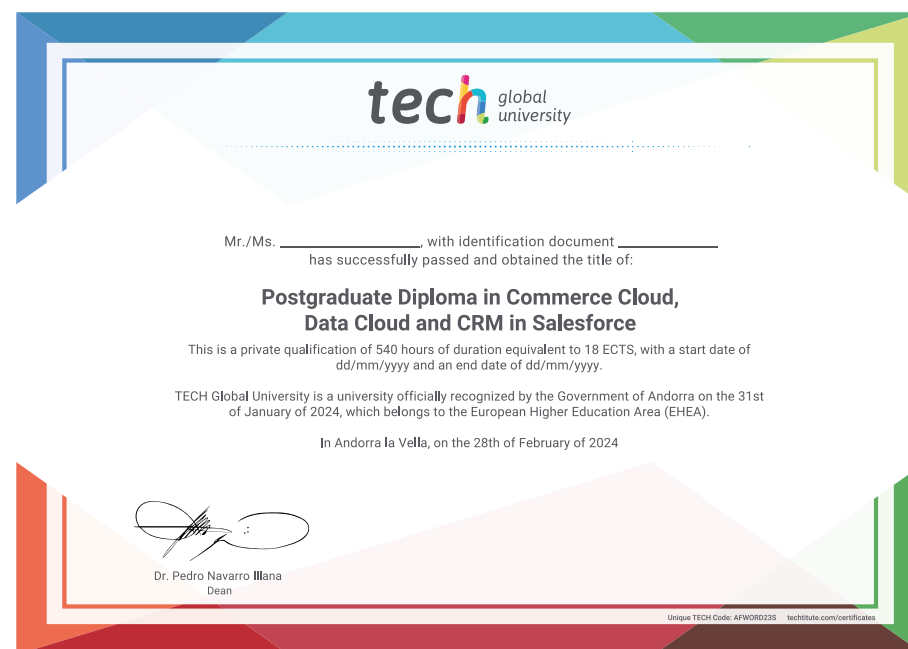
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Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**





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- » Exams: **online**

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