

Postgraduate Diploma Marketing Consultant and Data Analysis in Salesforce





Postgraduate Diploma Marketing Consultant and Data Analysis in Salesforce

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

Website: www.techtute.com/us/information-technology/postgraduate-diploma/postgraduate-diploma-marketing-consultant-data-analysis-salesforce

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01

Introduction to the Program

Salesforce, a leader in CRM solutions, has developed advanced tools that allow marketing consultants to manage data-based strategies, optimizing decision making and maximizing the profitability of companies. According to a Gartner report, Salesforce maintains a 23.9% market share in the CRM sector, far outstripping competitors such as Microsoft Dynamics and Oracle. As this is an extremely important area, TECH has designed this Postgraduate Diploma to provide in-depth knowledge about the strategic use of tools such as Marketing Cloud, Datorama and Tableau CRM. Using a 100% online methodology, specialists will master topics such as advanced customer segmentation, campaign personalization, measuring return on investment and process automation.



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Using a 100% online program, you will learn to design personalized strategies, optimize campaigns and make accurate decisions with advanced tools. Enroll now and take your career to the next level!”

Digital marketing has evolved towards a data-based model, where the personalization and optimization of strategies are essential for business success. In this sense, Salesforce, as a leader in customer relationship management, provides advanced tools to analyze information in real time, automate processes and improve decision making. Mastering its ecosystem is key to designing effective campaigns and maximizing business performance in highly competitive markets.

In response to this reality, TECH has developed this Postgraduate Diploma in Marketing Consultant and Data Analysis in Salesforce as the best option for efficient and dynamic qualification in the area. Through a comprehensive approach, this program will provide in-depth knowledge of advanced Artificial Intelligence techniques applied to marketing, real-time personalization strategies and predictive models for decision making. In this way, professionals will not only gain an in-depth understanding of how Salesforce works, but will also develop practical skills for the implementation of innovative solutions in corporate environments, improving customer conversion and audience loyalty.

Graduates will be prepared to play key roles in digital marketing departments, specialized consultancies and large corporations. They will also be able to lead projects to automate customer acquisition and retention processes, design communication strategies based on advanced analytics and improve the efficiency of campaigns through resource optimization.

In addition, TECH will offer this program in a 100% online modality, adapted to the personal or work needs of the experts. Thanks to the Relearning methodology, they will access a flexible environment where they can consolidate knowledge efficiently through the reiteration of key concepts. Consequently, all the content will be available in digital format, accessible from any device connected to the Internet, facilitating an innovative educational experience in line with the demands of today's technology sector.

This **Postgraduate Diploma in Marketing Consultant and Data Analysis 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 Marketing Consultant and Data Analysis 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 discover how to apply innovative strategies with Salesforce, driving the growth of any business with data-based decisions. A brighter future starts at TECH!"

“

Not only will you strengthen your data analysis and management skills, but you will also be prepared to lead teams, improve the profitability of campaigns and generate a real impact on business decision-making”

Its teaching staff includes professionals from the Salesforce field who bring their work experience to the 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.

This qualification will give you a versatile and highly sought-after skillset, ready to face the challenges of digital marketing and data management with an innovative and results-based approach.

A high-level program that will empower you to make a difference in the digital world. What are you waiting for to enroll?” Do it now and make the most of all the benefits that TECH has to offer.



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 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.

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 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.



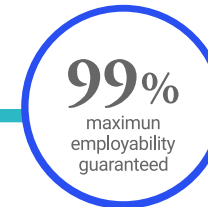
Google Premier Partner

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

Throughout an exhaustive study plan, professionals will delve into topics such as cohort analysis for campaign optimization and the interpretation of dashboards in Tableau for strategic decision-making. In turn, they will examine the integration of Artificial Intelligence in the personalization of messages and the automation of customer journeys through tools such as Pardot and Journey Builder. Finally, they will cover everything from configuring automated workflows to advanced customer segmentation and creating strategies based on predictive models.



“

This program will bring you closer to a world-class teaching staff, with specialists in CRM, automation, and data analysis”

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

Module 2. OmniStudio Framework

- 2.1. OmniStudio Architecture
 - 2.1.1. OmniStudio Architecture
 - 2.1.2. OmniStudio Component Layers
 - 2.1.3. OmniStudio Version Types
- 2.2. System Administration and Configuration
 - 2.2.1. Installing and Upgrading OmniStudio
 - 2.2.2. Licenses and Permissions in OmniStudio
 - 2.2.3. Configuring Interfaces and Deployments
- 2.3. DataRaptors
 - 2.3.1. DataRaptor
 - 2.3.2. Types of Dataraptors
 - 2.3.3. Types of Data Returned by Dataraptors
 - 2.3.4. Caching and Security in Dataraptors
 - 2.3.5. Dataraptors Invocation Methods
 - 2.3.6. Best Practices for Dataraptors

- 2.4. *Integration Procedures*
 - 2.4.1. *Integration Procedures*
 - 2.4.2. Types of Actions in Integration Procedures
 - 2.4.3. Caching and Security in Integration Procedures
 - 2.4.4. Integration Procedures Invocation Methods
 - 2.4.5. Error Handling in Integration Procedures
 - 2.4.6. Best Practices for Integration Procedures
- 2.5. *Flexcards*
 - 2.5.1. *Flexcards*
 - 2.5.2. Elements for Flexcards
 - 2.5.3. Flexcard Management
 - 2.5.4. *Flexcard Designer*
 - 2.5.5. Debugging and Testing Flexcards
 - 2.5.6. Best Practices for Flexcards
- 2.6. *Omniscripts*
 - 2.6.1. *Omniscripts*
 - 2.6.2. Elements for Omniscripts
 - 2.6.3. Omniscripts Management
 - 2.6.4. *Omniscripts Designer*
 - 2.6.5. Debugging and Testing in Omniscripts
 - 2.6.6. Best Practices for Omniscripts
- 2.7. *Business Rules Engine*
 - 2.7.1. *Business Rules Engine*
 - 2.7.2. Matrix Decision
 - 2.7.3. Decision Tables
 - 2.7.4. *Expression Sets*
 - 2.7.5. Business Rules Integrations
 - 2.7.6. Migration of Calculation Matrix and Calculation Procedures

- 2.8. *Tracking Service*
 - 2.8.1. *Tracking Service*
 - 2.8.2. *Tracking Service Usage Configuration*
 - 2.8.3. *Elements for Using Tracking Service*
- 2.9. *Omni Analytics Overview*
 - 2.9.1. *OmniAnalytics*
 - 2.9.2. *Usage Configurations for Omni Analytics*
 - 2.9.3. *Omni Analytics Results for Google Analytics*
- 2.10. *IDX Workbench (Deployment Tool)*
 - 2.10.1. *Installing IDX Workbench*
 - 2.10.2. *Metadata Configuration and Migration*
 - 2.10.3. *Metadata Migration Validation*

Module 3. Salesforce Security

- 3.1. *Security in Apex*
 - 3.1.1. *Security in Apex*
 - 3.1.2. *Best Practices for Secure and Attack Protected Code*
 - 3.1.3. *Data Encryption in Transit and at Rest*
- 3.2. *Security in Visualforce*
 - 3.2.1. *Security in Visualforce*
 - 3.2.2. *Security in Visualforce Framework*
 - 3.2.3. *Best Practices for Secure Code in Visualforce*
- 3.3. *Security in Aura*
 - 3.3.1. *Security in Aura Framework*
 - 3.3.2. *Practical Examples of Protection and Security Evidences in Aura*
 - 3.3.3. *Best Practices for Secure Code in Aura*
- 3.4. *Security in Lightning Web Components*
 - 3.4.1. *Security in LWC Framework*
 - 3.4.2. *Practical Examples of Protection and Security Evidences in LWC*
 - 3.4.3. *Best Practices for Secure Code in LWC*
- 3.5. *User Access Management*
 - 3.5.1. *User Profiling and Licensing (Profiles & Custom Permission)*
 - 3.5.2. *Role Hierarchy and Territory Model*
 - 3.5.3. *Team Management (Case, Account and Opportunity)*
 - 3.5.4. *Queues and User Groups*
 - 3.5.5. *Best Practices for External User Access*
- 3.6. *Security at the Registry Level*
 - 3.6.1. *OWD, Sharing Rules, ARSDR and Manual Sharing. Best Practices*
 - 3.6.2. *Blocking of Registries*
 - 3.6.3. *Implicit Sharing and Apex Sharing Reasons*
 - 3.6.4. *Data Masking*
- 3.7. *Security at the Field Level*
 - 3.7.1. *Advanced Profiling Modeling*
 - 3.7.2. *Best Practices for Dynamic Forms*
 - 3.7.3. *FLS Control and Record Visibility in Apex and SOQL*
- 3.8. *User Authentication and Salesforce Access Authorization*
 - 3.8.1. *Authentication Methods (U/P, SSO and Delegated Authentication)*
 - 3.8.2. *Login Flows Best Practices*
 - 3.8.3. *Best Practices for Internal and External Access (Experience Cloud)*
 - 3.8.4. *Setting Up Secure Access for External Applications to Salesforce*
 - 3.8.5. *Best Practices in OAuth Flows for Access Authorization*
- 3.9. *Monitoring and Security Policies*
 - 3.9.1. *Salesforce Shield. Advanced Use Cases*
 - 3.9.2. *Salesforce Shield. Field Audit Trail*
 - 3.9.3. *Salesforce Shield. Transaction Security Policies*
- 3.10. *Security at the Network Level*
 - 3.10.1. *HTTPS & TLS - Advanced Configuration in Salesforce*
 - 3.10.2. *1-Way & 2-Way SSL Flow. Configuration and Applicability*
 - 3.10.3. *Network Configuration Best Practices*



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You will specialize in a highly demanded sector, accessing new job opportunities in companies that seek to enhance their commercial strategy through the use of Salesforce and advanced data analysis”

04

Teaching Objectives

The main objective of this Postgraduate Diploma is to enable professionals to use Salesforce strategically to optimize decision making in digital environments. To this end, the program will focus on providing in-depth knowledge of advanced customer management, campaign automation and data interpretation, thereby enabling the creation of highly effective and personalized strategies. In this way, graduates will stand out in a competitive environment, acquiring the necessary tools to drive innovation in digital marketing and position themselves as specialists in data management and commercial automation.



“

Thanks to this complete Postgraduate Diploma, you will learn how to segment audiences, automate processes and improve the customer experience”



General Objectives

- ♦ Develop data-driven digital marketing strategies to optimize business performance
- ♦ Implement advanced Salesforce solutions for efficient customer and campaign management
- ♦ Analyze large volumes of data to identify business opportunities and improve decision making
- ♦ Apply customer segmentation techniques to customize communication and sales strategies
- ♦ Optimize marketing automation processes in Salesforce to increase operational efficiency
- ♦ Design dashboards and personalized reports for the monitoring and analysis of key metrics
- ♦ Integrate artificial intelligence tools into data analytics to predict market trends
- ♦ Boost customer loyalty by personalizing data-driven experiences
- ♦ Implement growth marketing strategies with methodologies based on data analysis
- ♦ Improve customer conversion and retention by applying predictive models in Salesforce





Specific Objectives

Module 1. APEX Programming for Salesforce

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

Module 2. OmniStudio Framework

- ♦ Delve into the OmniStudio framework to create customized solutions in Salesforce
- ♦ Use OmniStudio to create and manage workflows and personalized pages

Module 3. Salesforce Security

- ♦ Implement and manage security controls in Salesforce to protect sensitive company data
- ♦ Manage user authentication and platform security settings



This Postgraduate Diploma represents a unique opportunity to specialize in an area that is constantly evolving and in increasing demand in the business world"

05

Career Opportunities

This academic itinerary will open the doors to a highly competitive and constantly evolving labor market. In this way, professionals will gain access to strategic positions in digital marketing, customer management and process automation. They will be able to work as marketing consultants in Salesforce, business data analysts or automation strategists, helping companies in various sectors to optimize their campaigns and improve the customer experience. They will also have the ability to manage Salesforce Marketing Cloud and other advanced tools, which will make them highly sought-after profiles in agencies, tech startups and large corporations.



“

Boost your career in digital marketing thanks to TECH! With this program you will master advanced segmentation, campaign automation and the use of tools such as Einstein Analytics”

Graduate Profile

Graduates will stand out for their mastery of business process automation and their ability to manage Salesforce Marketing Cloud, which will enable them to design personalized strategies and maximize customer conversion. Likewise, their expertise in data analysis will give them the tools they need to make decisions based on accurate metrics, using Artificial Intelligence and predictive models to improve business performance. Finally, their strategic vision will enable them to lead digital projects in highly dynamic environments, adapting to new market trends and ensuring that every marketing action is backed by a solid analytical foundation.

TECH will not only give you access to a 100% online program taught by the best experts in the sector, but will also empower you to master Salesforce and transform your marketing strategy.

- ♦ **Analytical Thinking and Data-Driven Decision Making:** interpret key metrics, extract valuable insights and base strategic decisions on data obtained through Salesforce Marketing Cloud
- ♦ **Efficient Management of Digital Projects:** plan, execute and monitor automated marketing strategies, optimizing resources and ensuring the fulfillment of business objectives in dynamic digital environments
- ♦ **Adaptability to Digital Transformation:** Integrate new technologies into business strategies, facilitating the digitization of processes and ensuring competitiveness in innovation-driven markets
- ♦ **Effective Communication and Teamwork:** collaborate with multidisciplinary teams, present data reports in a clear and persuasive manner, and design strategies that align marketing objectives with the business





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

- 1. Marketing Consultant at Salesforce:** responsible for designing, implementing and optimizing automated marketing strategies using Salesforce Marketing Cloud.
- 2. Marketing Data Analyst:** responsible for interpreting key metrics, generating detailed reports and proposing improvements based on the analysis of data from platforms such as Tableau CRM and Salesforce Analytics.
- 3. Salesforce Marketing Cloud Administrator:** manager of the configuration, automation and supervision of digital marketing campaigns within the platform.
- 4. Marketing Automation Strategist:** designer of automated workflows to optimize customer interaction and increase lead conversion.
- 5. Customer Intelligence Specialist:** consumer behavior analyst to develop strategies that improve personalization and loyalty.
- 6. Digital Campaign Manager:** planner and evaluator of multichannel marketing campaigns through Salesforce to maximize reach and effectiveness.
- 7. Salesforce Integration Consultant:** responsible for integrating Salesforce with other digital platforms to guarantee the efficiency of business processes.
- 8. Customer Experience Coordinator:** supervisor of interaction with customers, ensuring that campaigns are tailored to the needs and expectations of the target audience.

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.



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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.

“*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.

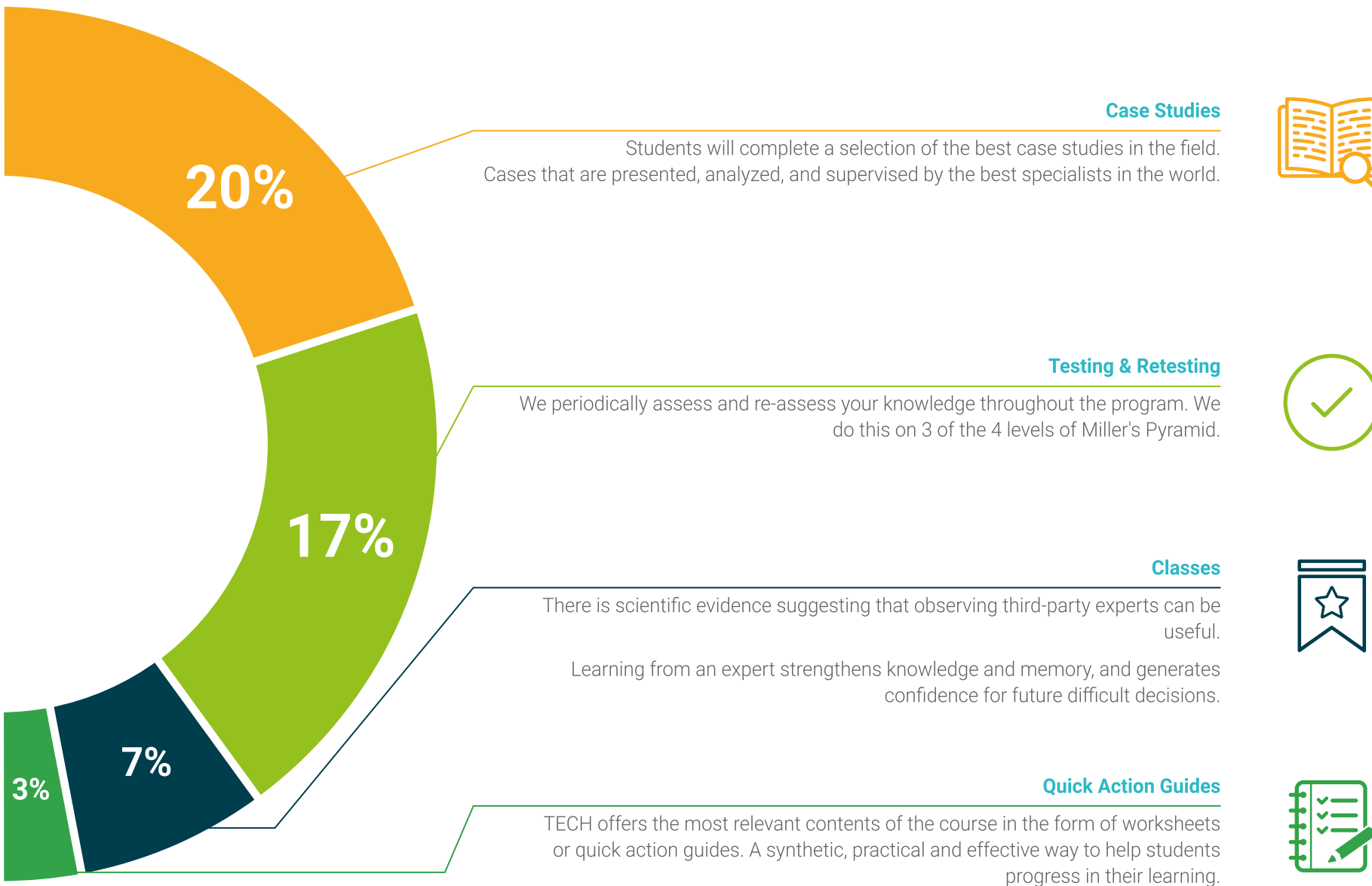
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





07

Teaching Staff

The teaching staff on this academic itinerary is made up of prestigious professionals with extensive experience in the implementation of advanced solutions in Salesforce. In fact, these specialists combine their experience in strategic consulting, marketing automation and data management. In turn, these mentors have worked in leading companies, applying Salesforce tools to optimize campaigns, improve customer relations and enhance data-based decision making. All of this will guarantee comprehensive education in line with the demands of the sector.



“

Thanks to the excellence and extensive background of the teaching staff, this program represents an unparalleled opportunity to acquire skills that are in high demand on the market”

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. Durán Olazábal, Sofía

- ♦ Digital Experience Manager at LLYC
- ♦ Digital Marketing Specialist at The Valley Digital Business School
- ♦ Digital Business Specialist at the Digital Innovation Centre
- ♦ Degree in Communication from IE University

Ms. Higuera del Río, Eulalia

- ♦ Salesforce Marketing Cloud Senior Consultant at Apache Digital (LLYC)
- ♦ Master's Degree in Marketing Automation Salesforce Marketing Cloud from Jakala
- ♦ Graduate in Business Administration and Management from the University of Castilla
- ♦ Specialist in Digital Marketing and E-commerce from ThePower Business School

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This Postgraduate Diploma in Marketing Consultant and Data Analysis 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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Title: **Postgraduate Diploma in Marketing Consultant and Data Analysis in Salesforce**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**





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Postgraduate Diploma

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