

Postgraduate Certificate E-Commerce and Interaction with Salesforce CRM





Postgraduate Certificate E-Commerce and Interaction with Salesforce CRM

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

Website: www.techtitude.com/us/information-technology/postgraduate-certificate/e-commerce-interaction-salesforce-crm

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01

Introduction to the Program

E-commerce has experienced exponential growth over the last decade, driven by digitization and changing consumer habits. According to data from UNCTAD (United Nations Conference on Trade and Development), global e-commerce exceeded \$26.7 trillion in transactions, consolidating itself as a key pillar of the digital economy. As it is a revolutionary area, TECH has developed this Postgraduate Certificate that will provide the knowledge necessary to predict consumer behavior through real-time data analysis. Through a 100% online methodology, specialists will acquire a comprehensive vision of how companies can make the most of these technological tools to enhance their competitiveness in the global market.



“

Do you want to plan advanced strategies to manage e-commerce platforms efficiently? This 100% online Postgraduate Certificate will help you achieve your goals. Enroll and transform your future!”

E-commerce and interaction with Salesforce CRM are essential for improving sales management and the customer experience in any digital business. The integration of these tools allows for the centralization of customer information, which facilitates the personalization of offers and marketing strategies based on real data. In fact, with Salesforce, a company can analyze purchasing behavior, segment audiences and generate specific campaigns for each type of consumer, thereby increasing the conversion rate and loyalty.

To respond to this demand, TECH has designed the Postgraduate Certificate in E-commerce and Interaction with Salesforce CRM, an innovative program that will provide the most relevant and outstanding knowledge in this field. Through a specialized academic itinerary, it will cover everything from Salesforce configuration and administration to the development of advanced digital marketing strategies and the automation of commercial processes. In addition, it will delve into the integration of Artificial Intelligence, customer segmentation, data analysis and the personalization of shopping experiences.

Based on this, professionals will acquire the necessary skills to design automated sales strategies, interpret large volumes of information and optimize customer relations through innovative solutions. In this way, they will not only acquire a comprehensive vision of digital transformation in business management, but will also be ready to access opportunities in sectors such as retail, banking, technology and digital consulting.

Likewise, TECH will offer this program in a 100% online modality, providing students with the necessary flexibility to access the content from any device connected to the Internet and at any time. Thanks to the Relearning methodology, based on the reiteration of key concepts, progressive and effective learning will be guaranteed, optimizing knowledge retention and facilitating its application in the professional environment.

This **Postgraduate Certificate in E-Commerce and Interaction with Salesforce CRM** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Salesforce
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Special emphasis on innovative methodologies in e-commerce and interaction with Salesforce CRM
- ♦ 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 TECH's Relearning methodology, you will assimilate the concepts in a progressive and effective way. This way you will become an expert in digital sales from anywhere in the world"

“

This Postgraduate Certificate will offer you the opportunity to learn from professionals with extensive experience in CRM and e-commerce. You will benefit from the highest level of teaching!”

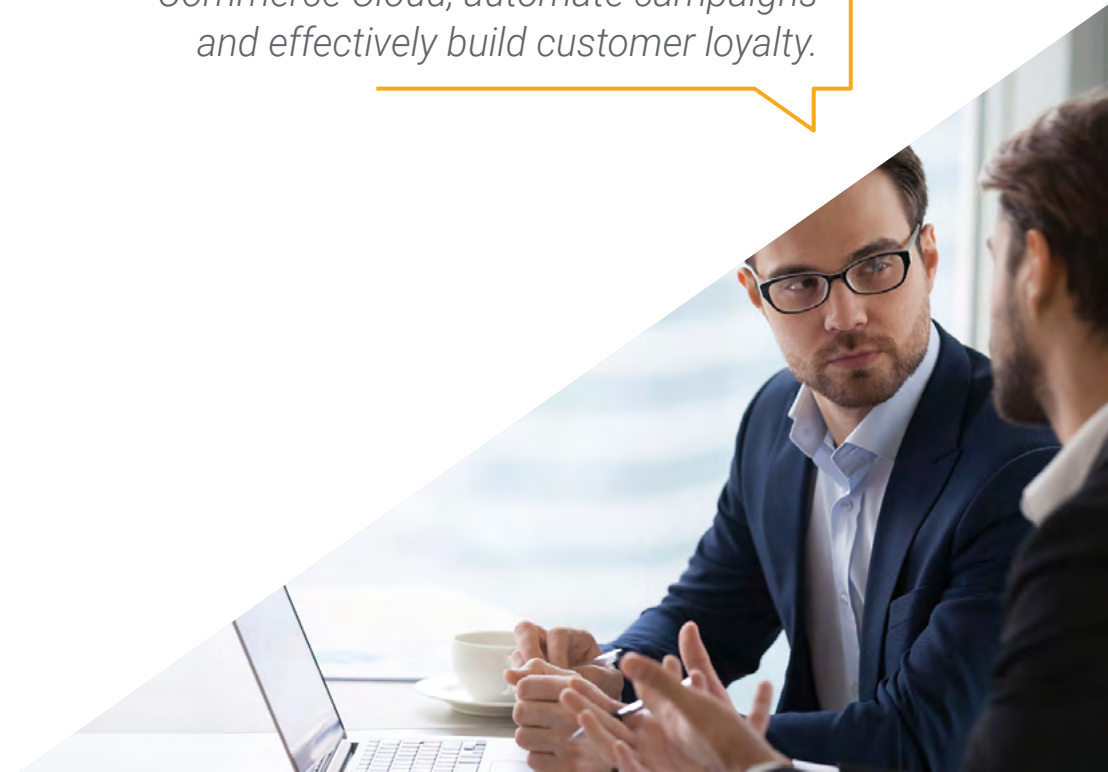
Its teaching staff includes professionals from the Salesforce field, who bring their work experience to this program, as well as renowned specialists from leading companies and prestigious universities.

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.

Through case studies and advanced strategies, you will acquire key skills to optimize customer relations and improve sales. Make the most of this opportunity and enroll now!

Thanks to the Relearning methodology, this qualification will provide you with the necessary tools to master Salesforce Commerce Cloud, automate campaigns and effectively build customer loyalty.



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".

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.

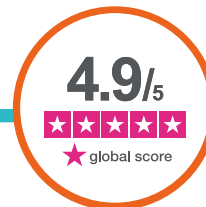
Leaders in employability

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.



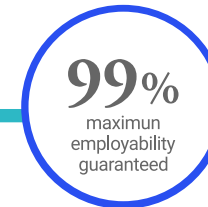
Google Premier Partner

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

Using a completely up-to-date syllabus, professionals will delve into essential aspects such as the implementation of chatbots with Artificial Intelligence, the optimization of the Customer Journey, the analysis of key performance metrics (KPIs), advanced customer segmentation and the integration of Salesforce with social networks and marketplaces. They will also emphasize key tools such as Salesforce Marketing Cloud and Salesforce Commerce Cloud, which are essential for boosting loyalty and increasing sales. Finally, they will address topics such as database management, marketing campaign personalization, advanced analytics, and business process automation.



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Not only will you acquire a technical mastery of Salesforce CRM, but you will also develop a strategic vision for applying this knowledge in real-world scenarios”

Module 1. User Interface Programming in Salesforce

- 1.1. Visualforce
 - 1.1.1. VF Page Creation and Most Common Tags
 - 1.1.2. Standard Controller and Standard List Controller
 - 1.1.3. Custom Controller
 - 1.1.4. Error Handling
 - 1.1.5. Best Practices
- 1.2. Aura Component
 - 1.2.1. Creating Aura Components and Tags
 - 1.2.2. Lightning Data Service
 - 1.2.3. Communication with Apex Server
 - 1.2.4. Composition and Communication between Components
 - 1.2.5. Error Handling
 - 1.2.6. Best Practices
- 1.3. Lightning Web Components
 - 1.3.1. LWC Creation and Most Common Tags
 - 1.3.2. Event Management and Lifecycle Hooks
 - 1.3.3. Communication with Apex Server
 - 1.3.4. Composition of Pages and Communication between Components
 - 1.3.5. Shadow DOM
 - 1.3.6. Use of Cell Phone Capabilities
 - 1.3.7. Error Handling and Debugging
 - 1.3.8. Best Practices
- 1.4. Lightning Message Service
 - 1.4.1. Message Channel Creation and Scope Configuration
 - 1.4.2. Publishing a Message in a Message Channel
 - 1.4.3. Subscription to a Message Channel
 - 1.4.5. Limitations
- 1.5. UI Frameworks Coexistence
 - 1.5.1. Visualforce - Aura Component Interoperability
 - 1.5.2. Visualforce - LWC Interaoperability
 - 1.5.3. LWC - Aura Component Interoperability

- 1.6. Lightning Design System
 - 1.6.1. Platforms
 - 1.6.2. Lightning Design System
 - 1.6.3. Best Practices
- 1.7. UI Testing
 - 1.7.1. Jasmine
 - 1.7.2. Jest
 - 1.7.3. UTAM
 - 1.7.4. Selenium
- 1.8. Code Quality
 - 1.8.1. Settings
 - 1.8.2. Linter
 - 1.8.3. RetireJS
- 1.9. Troubleshooting
 - 1.9.1. Chrome Developer Console
 - 1.9.2. Identify Performance Problems
 - 1.9.3. Identify Network Problems
- 1.10. Mobile SDK
 - 1.10.1. Development Modes
 - 1.10.2. Hybrid Application Development
 - 1.10.3. Native Application Development (Android)

Module 2. APIs and Integrations in Salesforce

- 2.1. Salesforce Integration
 - 2.1.1. Outbound Integrations from Salesforce
 - 2.1.2. Inbound Integrations to Salesforce
 - 2.1.3. Salesforce to Salesforce Integrations
 - 2.1.4. Salesforce API Libraries
- 2.2. External Services
 - 2.2.1. Open AP Standard Specification
 - 2.2.2. External Credentials
 - 2.2.3. Named Credentials

- 2.3. Connected Apps
 - 2.3.1. Connected Apps
 - 2.3.2. Integration Scopes
 - 2.3.3. Integration Authorization and Identity Management
 - 2.3.4. Connected Apps Security Policies
- 2.4. SOAP API
 - 2.4.1. Enterprise WSDL
 - 2.4.2. Partner WSDL
 - 2.4.3. Apex WSDL
 - 2.4.4. Metadata WSDL
- 2.5. Synchronous REST Integrations
 - 2.5.1. REST API in Salesforce
 - 2.5.2. Connect REST API in Salesforce
 - 2.5.3. Document Management in Salesforce by API
- 2.6. API for Data Migration
 - 2.6.1. Bulk API
 - 2.6.2. Configuration and Execution of Bulk Data Migration by Bulk API
 - 2.6.3. Data Processing in Bulk Loads
 - 2.6.4. Bulk API 1.0 vs. Bulk API 2.0
- 2.7. Event-Driven Integration.
 - 2.7.1. Platform Event Bus
 - 2.7.2. Streaming API in Salesforce
 - 2.7.3. Pub/Sub API in Salesforce
 - 2.7.4. Change Data Capture
 - 2.7.5. Subscription to Events from External Systems with cometD Framework
- 2.8. Integration for Configuration and Development
 - 2.8.1. Tooling API
 - 2.8.2. Metadata API
 - 2.8.3. Dynamic Organization Management based on Tooling API

- 2.9. Data Synchronization between Orgs
 - 2.9.1. Data Synchronization Patterns between Orgs
 - 2.9.2. Salesforce Connect with Cross-Org Adapter
 - 2.9.3. Open Data Protocol (oData)
 - 2.9.4. GraphQL with oData
- 2.10. Integration Patterns
 - 2.10.1. Remote Process Invocation-Request and Reply
 - 2.10.2. Remote Process Invocation-Fire and Forget
 - 2.10.3. Batch Data Synchronization
 - 2.10.4. Remote Call-In
 - 2.10.5. UI Update Based on Data Changes
 - 2.10.6. Data Virtualization



*Flexible and effective online methodology:
at TECH you will learn without limitations
with 24/7 access to the most up-to-date
content on E-commerce and Interaction
with Salesforce CRM”*

04

Teaching Objectives

This Postgraduate Certificate will provide professionals with an in-depth understanding of e-commerce platform management and its connection with advanced CRM tools. To this end, key aspects such as sales process automation, customer segmentation and user experience optimization will be addressed. In addition, omnichannel strategies and their impact on conversion will be analyzed, enabling them to develop data-driven business models. In this way, specialists will know how to optimize interaction with customers by predicting behaviors and personalized recommendations.



“

You will have access to an innovative and 100% online program that will prepare you to lead the digital transformation. You will know how to manage E-commerce platforms, optimize the customer experience and automate processes”



General Objectives

- ♦ Understand the principles of e-commerce and its impact on the optimization of digital campaigns
- ♦ Analyze the digital sales and marketing strategies applied on e-commerce platforms
- ♦ Implement customer management solutions using Salesforce CRM
- ♦ Optimize the user experience in online stores through automation tools
- ♦ Integrate Salesforce CRM with e-commerce platforms to improve conversion
- ♦ Manage customer loyalty and retention campaigns through Salesforce CRM
- ♦ Assess the performance of e-commerce strategies through data analysis and key metrics
- ♦ Design automated workflows to improve customer relationships
- ♦ Apply personalization and segmentation techniques in customer management
- ♦ Develop skills for strategic decision making in digital environments





Specific Objectives

- ♦ Design and develop personalized user interfaces using Visualforce
- ♦ Build adaptive solutions for end users using Salesforce UI development tools
- ♦ Understand the different Salesforce APIs and their use in integrations with other systems
- ♦ Apply secure and efficient integration strategies in Salesforce

“

Do you want to optimize the relationship with your customers, automate sales processes and boost your digital business with Salesforce CRM? You've come to the right place. Thanks to this Postgraduate Certificate you will achieve your objectives”

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.



“

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.

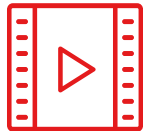
The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

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

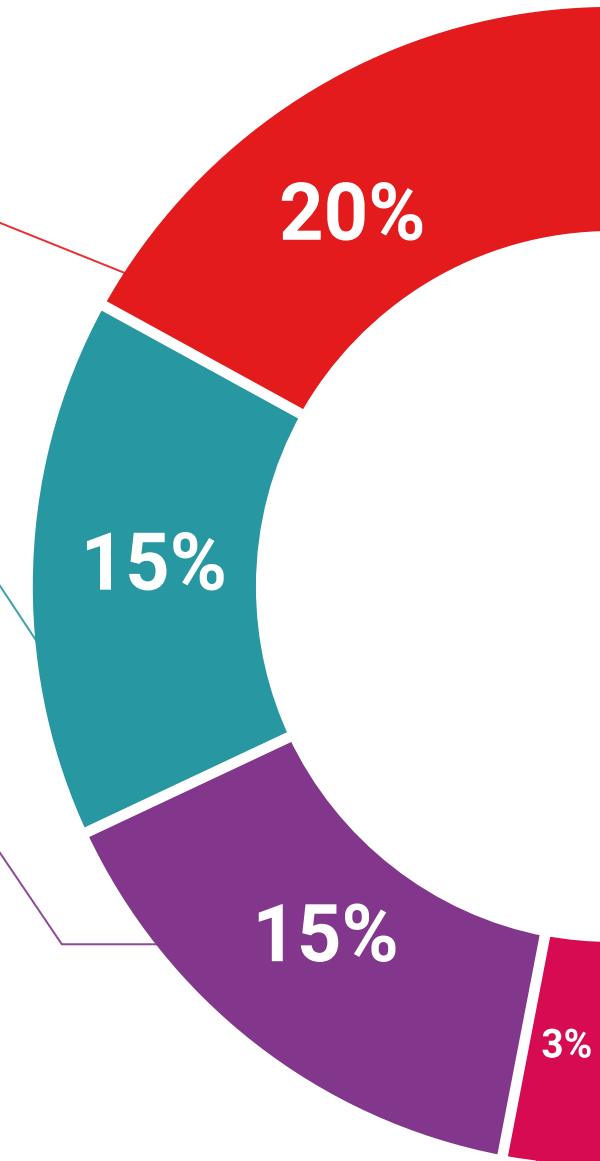
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

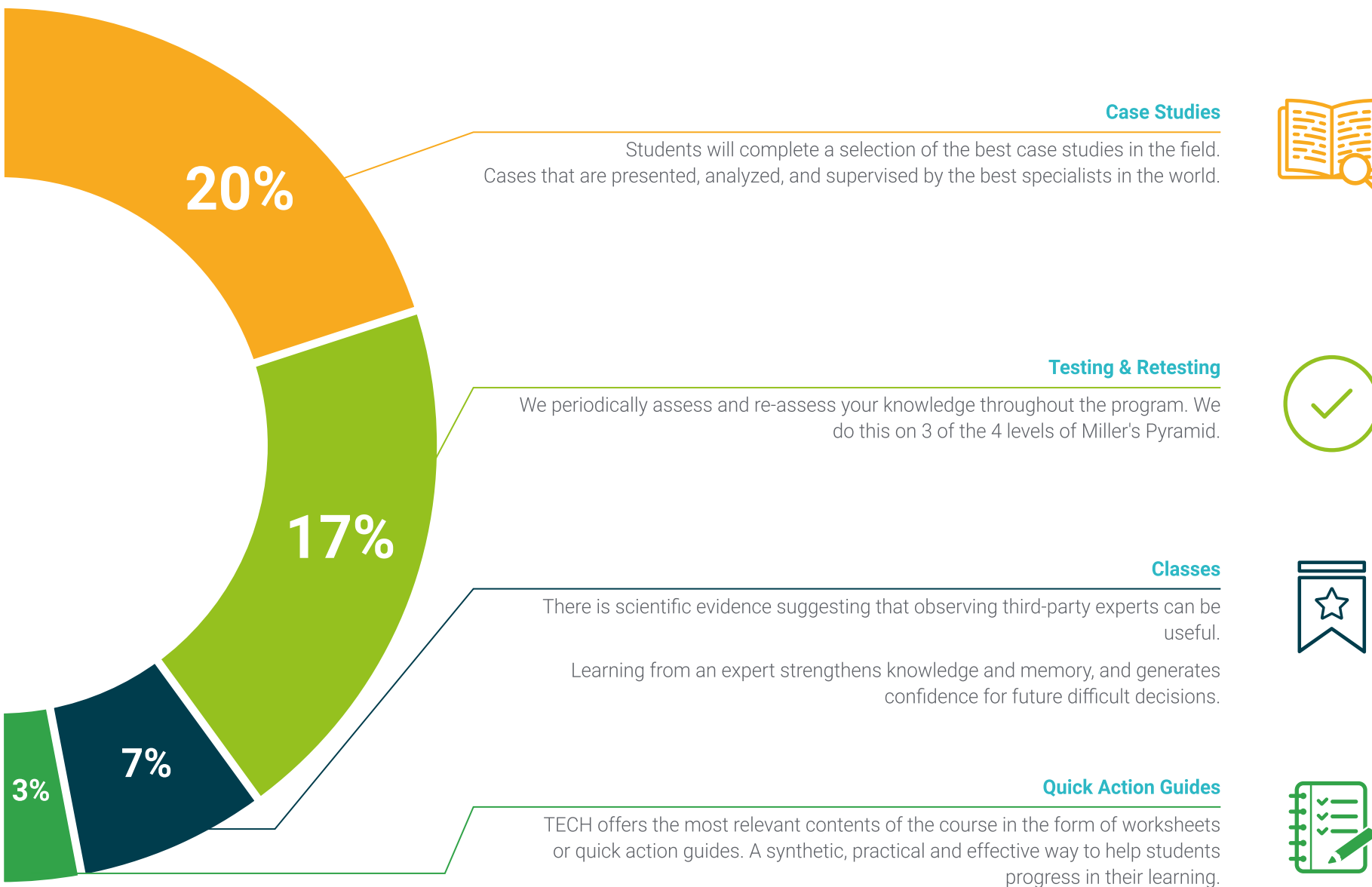
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





06

Teaching Staff

The teaching staff for this program is made up of world-class professionals with a solid track record in the digital industry and in the optimization of commercial strategies using advanced technology. In fact, this team of academics is made up of experts in digital marketing, data analytics, process automation and customer management in digital environments, who have worked in leading companies in the sector and have official Salesforce certifications. Thanks to their experience in the development of conversion strategies, audience segmentation and customer loyalty, they will provide an efficient preparation oriented to the reality of the market.



“

You will benefit from a teaching staff committed to educational excellence! Here you will be instructed using the Relearning methodology, which promotes the acquisition of knowledge in a progressive and efficient way”

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

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

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



07 Certificate

This Postgraduate Certificate in E-Commerce and Interaction with Salesforce CRM 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 E-Commerce and Interaction with Salesforce CRM** 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.

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Accreditation: **6 ECTS**





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