

Postgraduate Certificate Salesforce Data Cloud CDP



Postgraduate Certificate Salesforce Data Cloud CDP

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

Website: www.techtitude.com/us/school-of-business/postgraduate-certificate/salesforce-data-cloud-cdp

Index

01

Introduction to the Program

p. 4

02

Why Study at TECH?

p. 8

03

Syllabus

p. 12

04

Teaching Objectives

p. 16

05

Study Methodology

p. 20

06

Teaching Staff

p. 30

07

Certificate

p. 34

01

Introduction to the Program

Customer data platforms have emerged as an innovative solution for consolidating and unifying information from multiple sources into a single 360° profile. Among these solutions, Salesforce Data Cloud CDP is positioned as one of the most advanced tools for real-time data integration, segmentation and activation. According to a Gartner report, more than 80% of leading companies in the digital sector have implemented or plan to adopt a CDP-based strategy to improve the customer experience and optimize decision making. Taking into account the importance of this field, TECH has developed this 100% online Postgraduate Certificate that will provide specialized knowledge in the collection, segmentation and activation of customer data.



A man and a woman in business attire are looking at a device together. The man is wearing a grey suit, a light blue shirt, and a grey tie. The woman is wearing a dark top. They are both looking down at a device, likely a tablet or smartphone, which is not fully visible. The background is a bright, out-of-focus office environment. The image is split diagonally by a white line, with the top right portion being dark blue and the bottom left portion being white.

“

On this Postgraduate Certificate you will access unified customer information and enhance automated marketing strategies. With the 100% online methodology, you will prepare at your own pace and acquire key knowledge”

In a world driven by data analysis, companies need tools that allow them to manage information efficiently and strategically. In this sense, Salesforce Data Cloud CDP has become the ideal solution for centralizing, organizing and activating data in real time, allowing companies to improve the personalization of their campaigns and strengthen the relationship with their customers. Thanks to this technology, organizations can create more relevant experiences, optimize segmentation and maximize the impact of their business strategies.

To respond to this growing demand, TECH has designed a comprehensive Postgraduate Certificate in Salesforce Data Cloud CDP, which will provide the skills needed to harness the full potential of this platform. Throughout this innovative academic program, fundamental concepts such as advanced data management, the creation of personalized audiences, the automation of marketing based on Artificial Intelligence and the integration of multiple sources of information will be addressed. Likewise, it will delve into predictive analysis, dynamic segmentation and omnichannel strategies to improve business decision making.

Based on this, professionals will acquire key tools to enhance their profile in sectors such as CRM, digital marketing, Business Intelligence and customer experience. In the same way, they will be able to lead digital transformation projects, optimize the performance of commercial strategies and develop innovative data-based solutions. This will give them access to high-level job opportunities in companies looking for specialists in intelligent information management.

In addition, this program will be delivered in a 100% online format, providing flexibility for students to organize their learning according to their needs. Thanks to the innovative Relearning method, the progressive assimilation of the content will be facilitated, reinforcing learning through the reiteration of key concepts. In this way, an efficient educational experience adapted to the challenges of the modern digital environment will be guaranteed.

This **Postgraduate Certificate in Salesforce Data Cloud CDP** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- ♦ 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 the management of audiovisual industries
- ♦ 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



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

“

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

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.

Its multimedia content, developed using the latest educational technology, will allow professionals to undertake situated and contextual learning, that is to say, a simulated environment that will provide an immersive study programmed to prepare them for real-life scenarios.

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.

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

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



02

Why Study at TECH?

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



“

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

The world's best online university, according to FORBES

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

Forbes

The best online university in the world

The most complete
syllabus

The most complete syllabuses on the university scene

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

The best top international faculty

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

TOP
international faculty

The world's largest online university

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

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

The most effective methodology

A unique learning method

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

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





“

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

Module 1. Advanced Programming in Salesforce

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





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



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

04

Teaching Objectives

This Postgraduate Certificate will provide specialized education with a practical and results-oriented approach. Professionals will be taught advanced Salesforce Data Cloud management, covering aspects such as customer data management, intelligent segmentation and campaign automation. They will also master the use of Customer Data Platform (CDP) to optimize the customer experience through the integration of data from multiple sources. In this way, graduates will acquire the knowledge necessary to design and execute data-based strategies, boosting operational efficiency and business profitability.



“

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



General Objectives

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





Specific Objectives

- ♦ 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



Thanks to the most complete and up-to-date syllabus on the market, you will acquire the key skills to perform in the Salesforce Data Cloud CDP early on"

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.

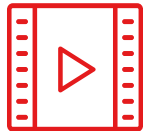
The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

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

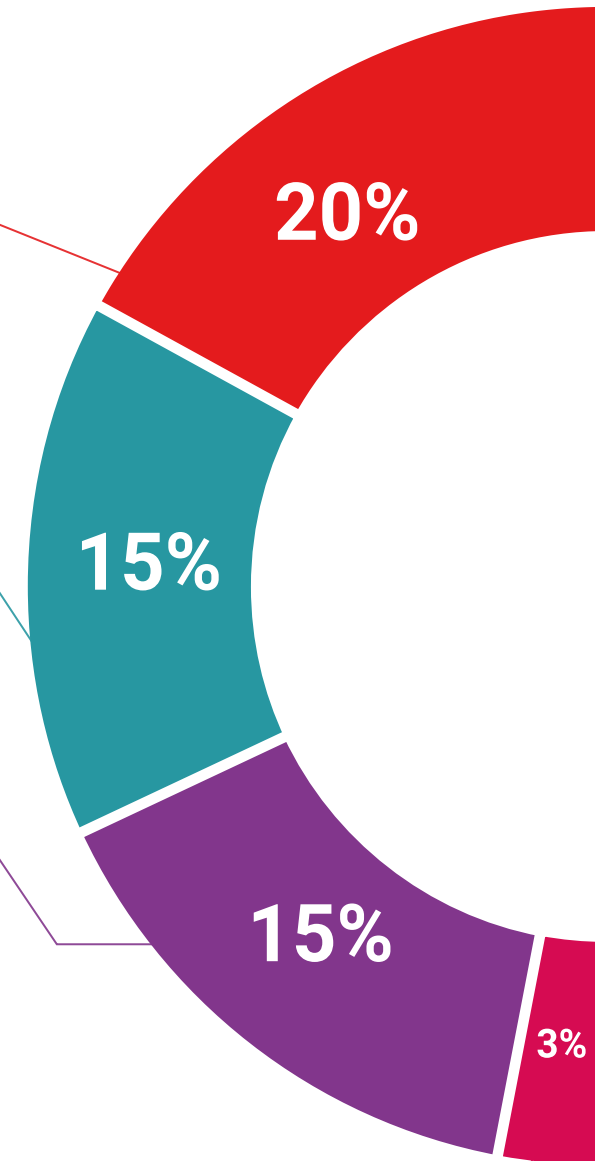
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

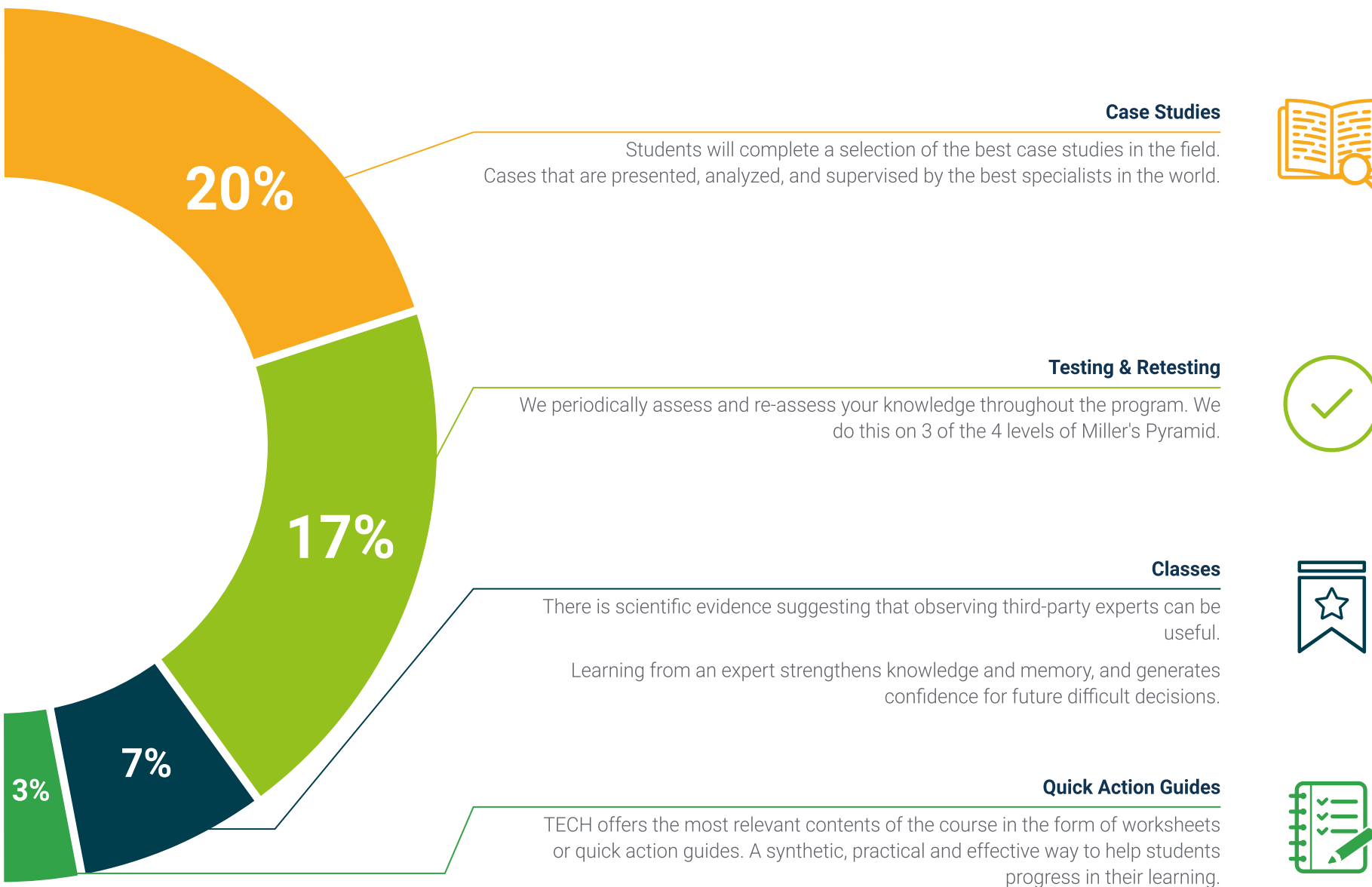
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



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

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



“

The teaching staff will guarantee high-quality education, with the support of experts who share their knowledge to boost your career in a highly demanded field"

Management



Ms. Carrillo Pineda, Carmen

- Degree in Journalism and Communication from the Universidad del Istmo
- Degree in Philosophy and Theology from the Pontifical 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



Mr. Ruiz Bellido, Jorge

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

07 Certificate

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



“

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

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

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

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

Title: **Postgraduate Certificate in Salesforce Data Cloud CDP**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





Postgraduate Certificate Salesforce Data Cloud CDP

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

Postgraduate Certificate Salesforce Data Cloud CDP