

Postgraduate Diploma

Salesforce CORE Administration





Postgraduate Diploma Salesforce CORE Administration

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

Website: www.techtitude.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-salesforce-core-administration

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01

Introduction to the Program

Salesforce CORE has established itself as one of the leading platforms in customer relationship management (CRM), enabling companies to optimize their business processes and improve the consumer experience. According to the IDC Worldwide Semiannual Software Tracker report, Salesforce maintains a 23.8% share of the global CRM market, far outstripping its competitors. Living in a world where efficient user management defines business success, TECH has developed this Postgraduate Diploma that will provide the skills necessary to manage this tool with precision. Using a 100% online methodology, specialists will prepare to face the challenges of digital transformation, enhancing their profile and increasing their opportunities in a competitive market.



“

With this 100% online Postgraduate Diploma, you will become a specialist in the management, automation and customization of the world's most widely used CRM platform. Enroll now and transform your professional future!"

The efficient administration of Salesforce CORE is essential to guarantee the maximum performance of this leading CRM (Customer Relationship Management) platform. In this context, companies are looking for professionals capable of managing the configuration, security and automation of processes, ensuring an optimal experience for users and customers. Therefore, there is a need to develop advanced skills in role or permission management, workflow customization and real-time data analysis.

To respond to this demand, TECH has designed this Postgraduate Diploma in Salesforce CORE Administration that will provide strategic and up-to-date knowledge on this field. Through a comprehensive and multidisciplinary approach, key topics will be addressed, such as the optimization of Customer Relationship Management, the implementation of automated processes with Flow Builder or Apex, and the customization of the interface through Lightning App Builder. In addition, advanced integration strategies with other business tools will be explored, enabling the operational efficiency of any organization to be improved.

By acquiring this knowledge, professionals will be able to manage large volumes of data and optimize business processes. In this way, they will be prepared to take on strategic roles in sales, marketing and customer service, contributing to business success through innovative technological solutions. In short, this academic pathway represents a great opportunity to expand opportunities and enhance job prospects in a highly competitive market.

TECH will offer a 100% online modality, designed to adapt to the needs of graduates. With access to study materials 24 hours a day, they will be able to organize their learning in a flexible way that is compatible with their work responsibilities. In addition, the implementation of the Relearning method will allow them to consolidate their knowledge progressively, facilitating a more effective assimilation of key concepts and guaranteeing dynamic and efficient learning.

This **Postgraduate Diploma in Salesforce CORE Administration** 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 Salesforce CORE Administration
- ♦ 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



With this online Postgraduate Diploma, you will have access to a syllabus designed to prepare you in a flexible and effective way, thanks to the Relearning methodology. Enroll today and become a CRM expert!"

“

With an up-to-date syllabus, this program will prepare you to excel in the digital world. You will learn how to manage, customize and optimize the most powerful CRM platform on the market. You will boost your career!”

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.

You will master Salesforce CORE from anywhere with the flexibility you need. Thanks to TECH's Relearning methodology, you will consolidate your knowledge in a progressive and effective way.

You will study with a teaching staff made up of specialists in Salesforce CORE and business management. You will analyze real cases, develop advanced strategies and become a leader in the field.



02

Why Study at TECH?

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



“

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

The world's best online university, according to FORBES

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

Forbes

The best online university in the world

The most complete
syllabus

The most complete syllabuses on the university scene

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

The best top international faculty

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

TOP
international faculty

The most effective methodology

A unique learning method

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

The world's largest online university

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

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

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



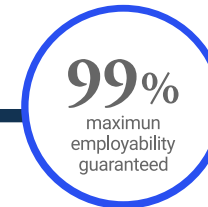
Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.



03 Syllabus

Through a structured and practice-oriented syllabus, professionals will delve into user or permissions management, the creation or configuration of custom objects and process automation with Flow Builder. They will then delve into the implementation of validation rules, the management of reports or control panels and integration with other platforms through APIs. Finally, they will emphasize advanced customization with Lightning App Builder and Apex, data security or access control strategies and best practices in CRM administration, among others.

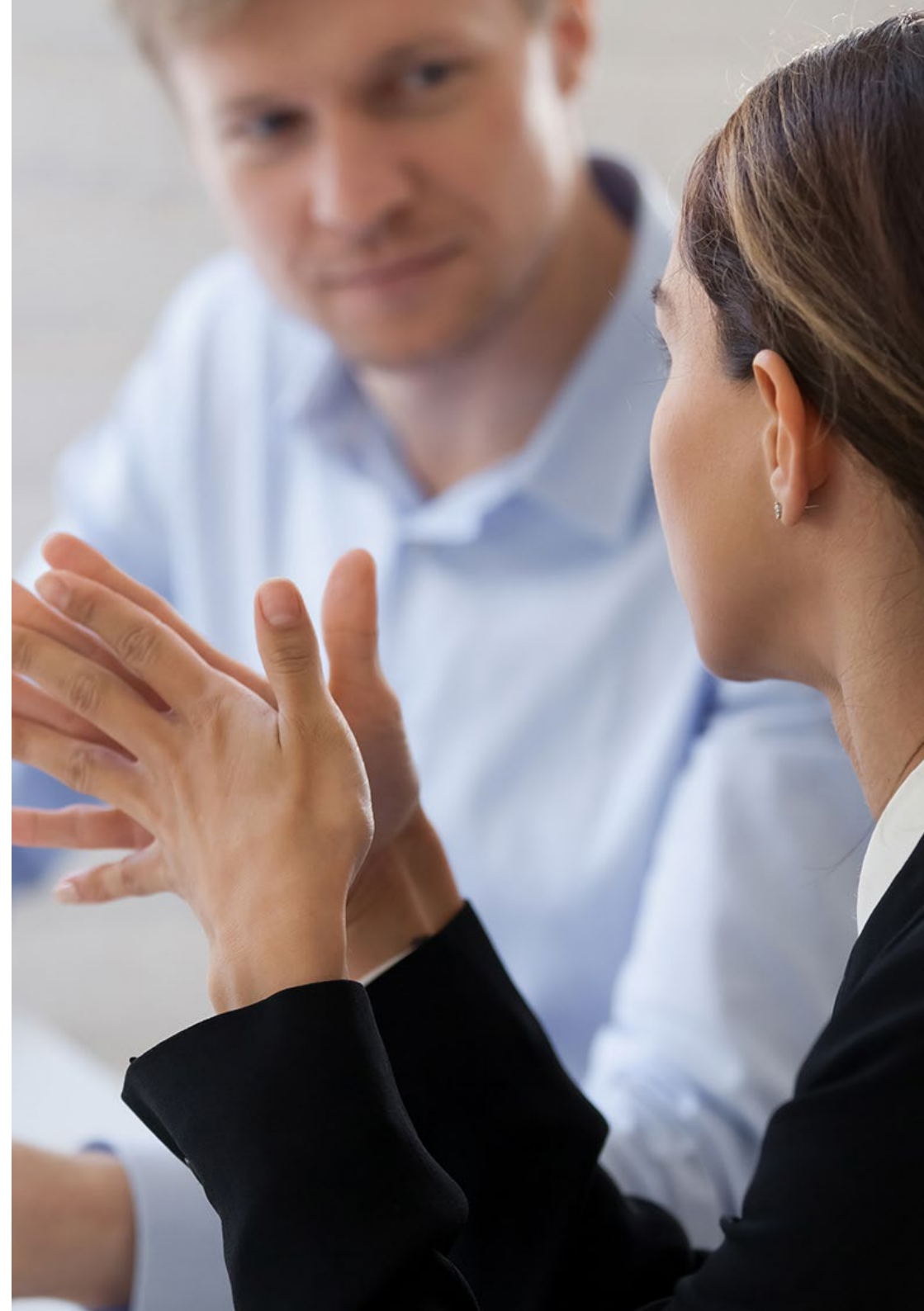


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This academic itinerary will prepare you to take on key roles in the administration and optimization of Salesforce CORE, contributing to business growth and competitiveness"

Module 1. Salesforce Programming

- 1.1. Salesforce Software as a Service Model
 - 1.1.1. Salesforce Licensing Model
 - 1.1.2. *Governor Limits*
 - 1.1.3. Types of Existing Environments
- 1.2. Salesforce Programming Model
 - 1.2.1. Metadata-based Model
 - 1.2.2. Execution Contexts
 - 1.2.3. Salesforce RESTful API Model
- 1.3. Multilanguage and Localization in Salesforce
 - 1.3.1. Localization
 - 1.3.2. Multilanguage Management in Salesforce
 - 1.3.3. Using Custom Labels in Salesforce
 - 1.3.4. *Translation Workbench*
- 1.4. Access and Permissions Management in Salesforce
 - 1.4.1. Profile Management in Salesforce
 - 1.4.2. Permission Sets Management in Salesforce
 - 1.4.3. Permission Sets Groups Management in Salesforce
- 1.5. Record Visibility Model in Salesforce
 - 1.5.1. Types of Data Access
 - 1.5.2. Salesforce Visibility Model
 - 1.5.3. Record Sharing in the Visibility Model
- 1.6. Multitenant Architecture
 - 1.6.1. Multitenant Architecture in Salesforce
 - 1.6.2. Development of Applications on Multitenant Architecture
 - 1.6.3. Internal Request Processing
- 1.7. Database Architecture in Salesforce
 - 1.7.1. *Platform Data Layer*
 - 1.7.2. Database Partitioning by Tenant
 - 1.7.3. Structure of Databases
 - 1.7.4. Management of Indexes and Relationships in Databases



- 1.8. Experience Cloud and Communities for External Users
 - 1.8.1. Experience Cloud Site Administration
 - 1.8.2. Permissions and Visibility Management for External Users
 - 1.8.3. Digital Experience Platform (DXP)
 - 1.8.4. Lightning Web Runtime (LWR)
- 1.9. AppExchange
 - 1.9.1. Salesforce Partner Ecosystem
 - 1.9.2. Types of Packages
 - 1.9.3. Independent Software Vendor (ISV)
- 1.10. Salesforce Infrastructure
 - 1.10.1. Domain Management in Salesforce
 - 1.10.2. Hyperforce Model
 - 1.10.3. Edge Network Model

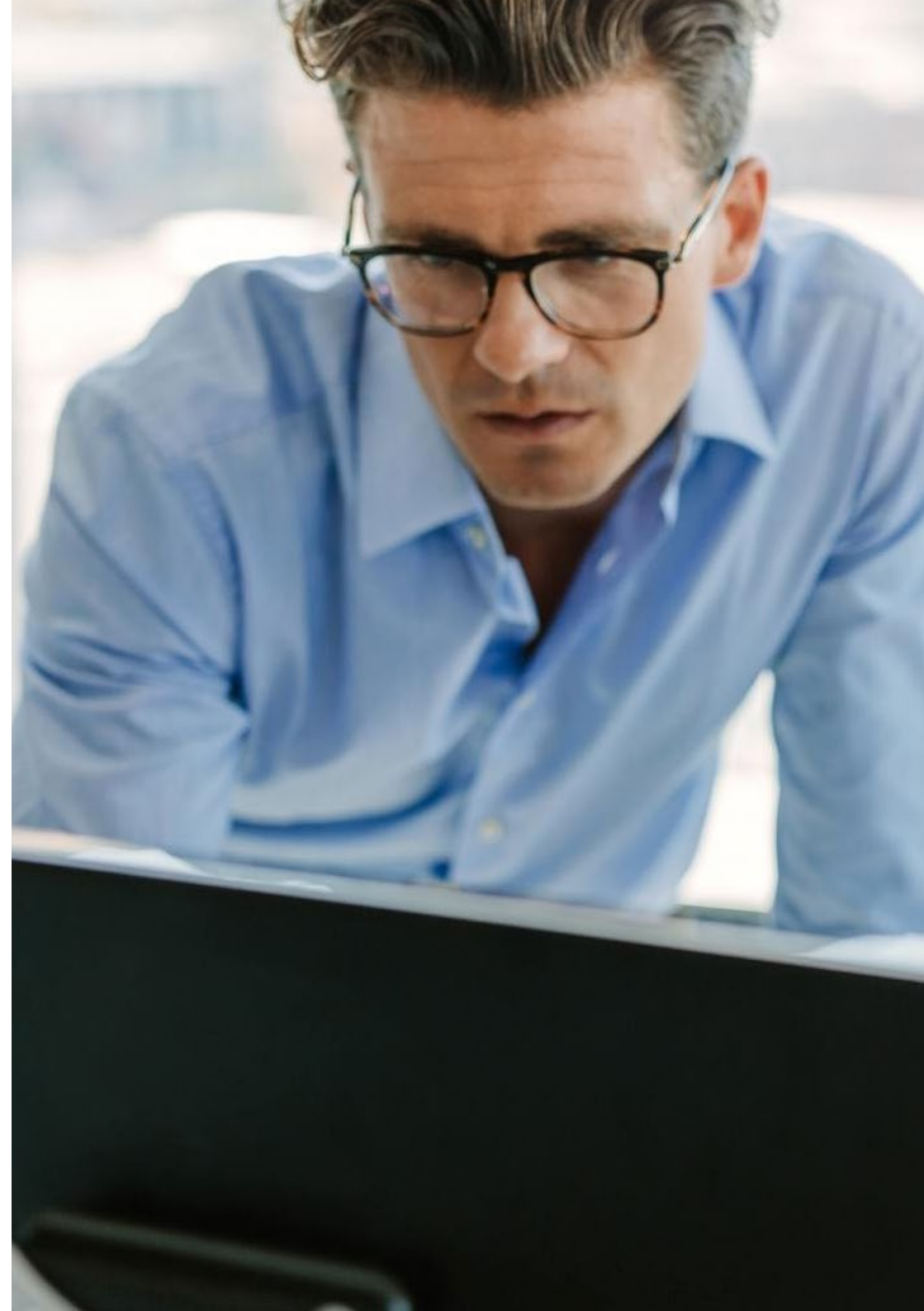
Module 2. Data Modeling in Salesforce

- 2.1. Data Model
 - 2.1.1. Data Modeling
 - 2.2.2. Object-Entity-Relationship Model
 - 2.2.3. Best Practices in the Design and Modeling of Information: Logical and Physical Level
- 2.2. Object Typology
 - 2.2.1. Objects - Standard, Custom and Record Types
 - 2.2.2. Event Modeling in Salesforce using Platform Events
 - 2.2.3. Salesforce Configuration and Parameterization Objects
 - 2.2.4. Other Special Objects
- 2.3. Document Management in Salesforce
 - 2.3.1. DMS and ECM
 - 2.3.2. Types of Documents in Salesforce
 - 2.3.3. Advanced Knowledge Management with Knowledge Base
 - 2.3.4. Best Practices in Document Management Modeling
- 2.4. Creating Objects in Salesforce
 - 2.4.1. Best Practices for Generation from UI
 - 2.4.2. Advanced Use of Schema Builder
 - 2.4.3. API for Object Creation

- 2.5. Data Quality
 - 2.5.1. Best Practices for Attribute Configuration and Validation Rules
 - 2.5.2. Control of Duplicate Records
 - 2.5.3. Reports and Other Tools for Measuring and Monitoring Quality
- 2.6. Data Query
 - 2.6.1. Best Practices for Querying Data with SOQL
 - 2.6.2. Best Practices for Data Searching with SOSL
 - 2.6.3. Dynamic SOQL & SOSL Configuration
- 2.7. Database Change Management using DML Operations
 - 2.7.1. *Data Manipulation Language*
 - 2.7.2. Dynamic DML
 - 2.7.3. Best Practices for Bulk DML
 - 2.7.4. DML Exception Handling
 - 2.7.5. APIs Available for Data Management
- 2.8. Treatment of Large Data Volumes (LDV)
 - 2.8.1. Table Index Management: Standard and Customized
 - 2.8.2. *Skinny Tables*
 - 2.8.3. How to Avoid Data Skew
 - 2.8.4. Advanced Optimization using Data Archiving and the Query Plan Tool
- 2.9. Information Privacy
 - 2.9.1. Information Privacy
 - 2.9.2. Information Privacy Management
 - 2.9.3. Best Practices to Ensure Data Protection Compliance
- 2.10. Security Copy Management
 - 2.10.1. Management of Backups
 - 2.10.2. Backup of Information
 - 2.10.3. Best Practices in the Design of Data Backup Solutions

Module 3. User Interface Programming in Salesforce

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





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

04 Teaching Objectives

The main goal of this Postgraduate Diploma is to enable professionals to use this powerful CRM platform to its full potential, allowing them to optimize processes, improve the user experience and enhance strategic decision-making within companies. To this end, the program will focus on the development of technical and analytical skills, ensuring that each student acquires comprehensive mastery of Salesforce CORE tools and functionalities. In this way, graduates will be able to improve the productivity of sales, marketing and customer service teams, facilitating a more effective and personalized management of customer relations.



“

TECH will not only guarantee you an unbeatable learning experience, but will also help you become an expert in CRM. What are you waiting for to enroll?"



General Objectives

- ♦ Master the configuration and customization of Salesforce CORE to optimize business management
- ♦ Implement process automation strategies using workflows and validation rules
- ♦ Effectively manage databases and information structures within Salesforce
- ♦ Design custom reports and dashboards for real-time data analysis
- ♦ Integrate Salesforce with other applications and platforms to improve business operations
- ♦ Manage user profiles, roles and permissions to ensure system security
- ♦ Apply problem-solving and maintenance techniques in Salesforce CORE
- ♦ Optimize the user experience by configuring intuitive and functional interfaces
- ♦ Execute strategies for continuous improvement in the management of customers and sales opportunities
- ♦ Prepare for official Salesforce certifications that validate your professional competence





Specific Objectives

Module 1. Salesforce Programming

- ♦ Develop skills to create basic solutions in Salesforce using programming tools
- ♦ Implement workflows and validation rules using the Salesforce platform

Module 2. Data Modeling in Salesforce

- ♦ Design and administer an efficient data model to satisfy business needs
- ♦ Implement relations between objects using foreign keys and master relations

Module 3. User Interface Programming in Salesforce

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



Take the next step in your career with TECH! Thanks to this Postgraduate Diploma you will become a benchmark in the management of this leading platform"

05

Career Opportunities

Thanks to this innovative program, professionals will be prepared to perform in key roles such as Salesforce Administrator, CRM Consultant, Process Automation Specialist or Data Analyst. Furthermore, they will be ready to lead the implementation and customization of Salesforce in companies of any size, optimizing their performance and aligning the platform with the strategic objectives of the business. In short, graduates will have the possibility of accessing positions of greater responsibility and with better conditions, since companies are looking for experts capable of managing large volumes of information, guaranteeing data security and improving the user experience.





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You will have access to global job opportunities, consolidating your position as a specialist in one of the platforms most used by companies all over the world"

Graduate Profile

Graduates will have the necessary skills to configure and customize Salesforce, administer databases, manage users or permissions, automate workflows and integrate external tools through APIs. In addition, their ability to analyze data, generate advanced reports and optimize internal processes will allow them to provide differential value in any sector, be it technology, marketing, health or commerce. Thanks to their knowledge of best practices in administration and security in Salesforce, they will be able to lead optimization projects and contribute to the growth and competitiveness of companies.

This complete Postgraduate Diploma will make you a highly competitive professional, prepared to face the challenges of the global market.

- ♦ **Analytical Thinking and Problem Solving:** identify opportunities for improvement in the management of data and processes within Salesforce CORE, proposing efficient and strategic solutions.
- ♦ **Adaptability and Continuous Learning:** managing the constantly evolving digital environment, understanding new tools, functionalities and best practices in Salesforce administration
- ♦ **Effective Information Management:** organizing, interpreting and visualizing large volumes of data, facilitating decision-making based on accurate and structured information
- ♦ **Teamwork and Effective Communication:** collaborating with different departments within a company, facilitating the implementation of CRM solutions and ensuring proper communication between teams





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

1. **Salesforce Administrator:** responsible for the configuration, maintenance and optimization of the platform to guarantee its correct functioning and alignment with business objectives
2. **CRM Consultant:** in charge of the implementation and customization of Salesforce for companies, advising on process optimization and the improvement of the customer experience
3. **Process Automation Specialist:** responsible for designing automated workflows and improving operational efficiency through tools such as Process Builder and Flow
4. **CRM Data Analyst:** information manager within Salesforce to generate reports and dashboards that facilitate strategic decision making
5. **Customer Relationship Manager:** responsible for customer management and loyalty through Salesforce optimization, ensuring effective and personalized communication
6. **Salesforce Developer:** coordinator of the creation and customization of solutions within the platform through programming in Apex, Visualforce and API integration
7. **CRM Integrations Coordinator:** supervisor of the connection of Salesforce with other tools and systems, guaranteeing efficient synchronization of business data
8. **CRM Sales and Marketing Manager:** responsible for implementing sales strategies and automated marketing campaigns within Salesforce to improve conversion and customer retention

“TECH will not only provide you with the most relevant methodologies in the industry, but also a guide of teachers with extensive experience in the Salesforce area”

06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*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.

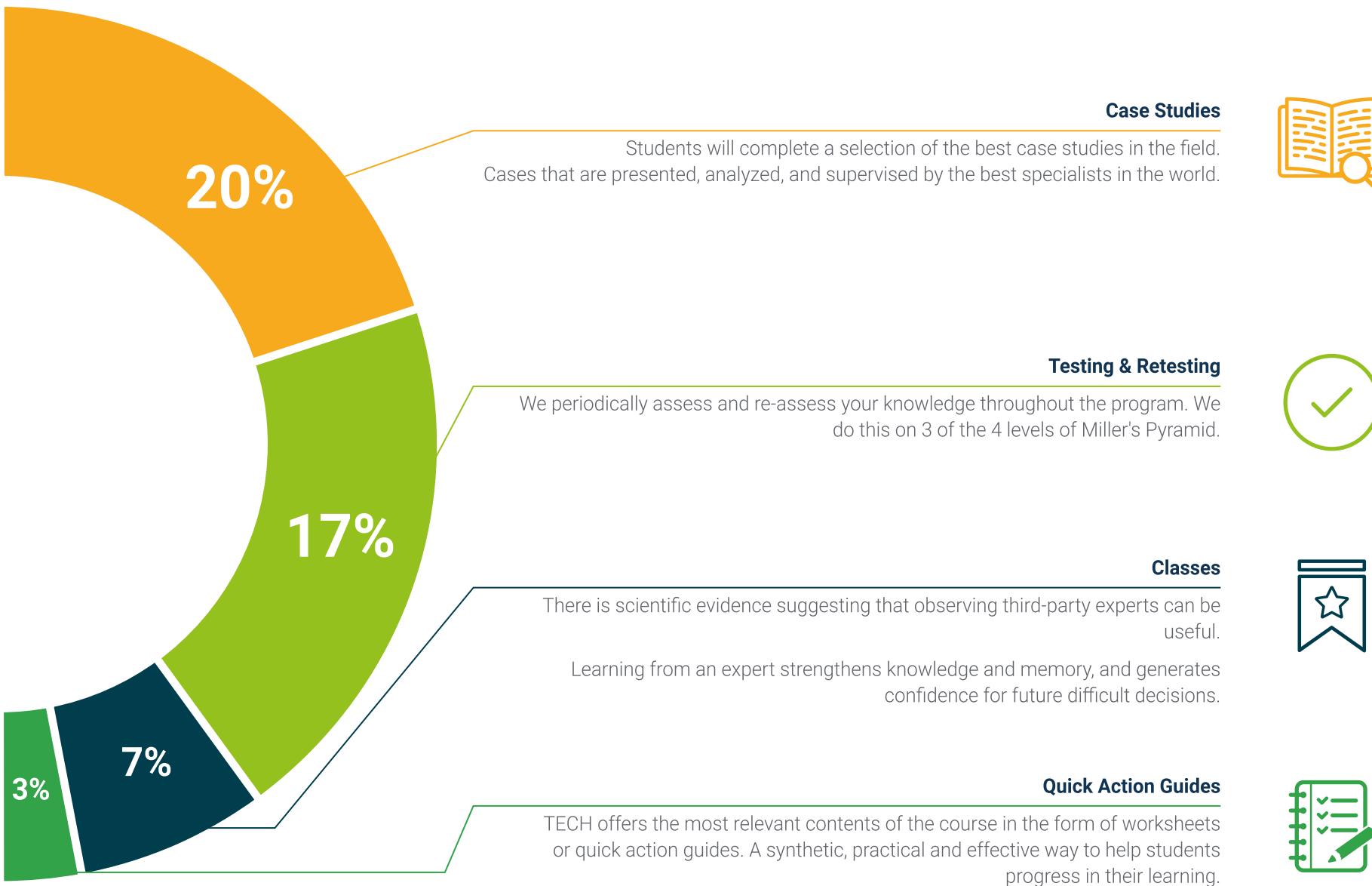
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



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

On this academic itinerary, students will have the opportunity to learn from highly qualified professionals with outstanding experience in the implementation and management of this powerful CRM platform. In addition, the faculty is made up of certified consultants, senior Salesforce administrators, and process automation experts who are well-versed in the latest trends and tools in this ecosystem. Thanks to their in-depth knowledge of the sector and their experience in leading companies, the teachers will offer a practical and strategic vision that will allow graduates to develop skills applicable to modern business environments





“

The teaching staff on this program will guarantee a high-level learning experience, preparing you to face the challenges of the digital environment with confidence and competence”

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 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



Professors

Mr. Sánchez García, Javier

- ♦ 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

08 Certificate

This Postgraduate Diploma in Salesforce CORE Administration 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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*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 Diploma in Salesforce CORE Administration** 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.

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Title: **Postgraduate Diploma in Salesforce CORE Administration**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**





Postgraduate Diploma Salesforce CORE Administration

- » Modality: online
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- » Accreditation: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Postgraduate Diploma

Salesforce CORE Administration