

Postgraduate Certificate Salesforce Clouds



Postgraduate Certificate Salesforce Clouds

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 12 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitude.com/us/school-of-business/postgraduate-certificate/salesforce-clouds

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01

Introduction to the Program

Over the last decade, cloud computing has radically transformed customer relationship management (CRM), enabling companies to adapt to the dynamic demands of the global market. According to an IDC report, worldwide revenues from public cloud services are expected to exceed \$800 billion, which represents an increase of 20.5% over previous years. Taking into account this innovation for the modern business environment, TECH has developed this Postgraduate Certificate that will address the potential of Salesforce in different sectors. Using a 100% online methodology, specialists will learn how to manage commercial strategies, automate processes and analyze data to boost business efficiency and profitability.



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You will master the most in-demand CRM tools and become an expert in Sales Cloud, Service Cloud and more. With TECH's 100% online methodology, you will learn at your own pace and without limits. Enroll now!”

Salesforce has established itself as the leading customer relationship management (CRM) platform, transforming the way companies optimize their commercial and operational processes. Thanks to its multiple Clouds (Sales Cloud, Service Cloud, Marketing Cloud, Commerce Cloud and Data Cloud), organizations can improve interaction with their customers, drive personalized sales strategies and maximize real-time data analysis. With the growth of digital transformation, knowledge in this field has become a highly valued skill in the business world.

In response to this need, TECH has designed this comprehensive Postgraduate Certificate in Salesforce Clouds that will meet the demands of the area. Through a structured and up-to-date syllabus, topics such as business process automation, lead management, advanced market segmentation and digital marketing campaign optimization will be addressed. In this way, professionals will gain a comprehensive mastery of the platform and its ecosystem. In addition, they will develop key skills in the implementation and management of these technologies.

Based on this, graduates will be prepared to access new job opportunities in companies that require experts in CRM and advanced digital strategies. With these skills, they will be able to work in key sectors such as technology consulting, commercial management and data analytics, boosting their professional growth and differentiating themselves in a highly competitive market.

In addition, TECH will offer this program in a 100% online format, providing total flexibility so that students can progress at their own pace and from anywhere. At the same time, the Relearning methodology will be implemented, which allows for an efficient assimilation of the contents through strategic reiteration, facilitating a dynamic learning adapted to the demands of the modern digital environment.

This **Postgraduate Certificate in Salesforce Clouds** 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



With this Postgraduate Certificate, you will develop the key skills to excel in customer management and process automation. Take this opportunity and become a Salesforce specialist!”

“

You will manage Sales Cloud, Service Cloud, Marketing Cloud and more with a program designed for success. With online methodology and up-to-date content, you will develop the skills that companies are looking for”

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 have access to a full syllabus, taught by specialists in CRM and digital transformation. Discover how to optimize customer management and enhance sales strategies with the most innovative tools.

You will learn at your own pace with 24/7 access to high-level multimedia materials. You will acquire key knowledge about process automation, advanced analytics and 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 relies on an enormous faculty of more than 6,000 professors of the highest international renown.



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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

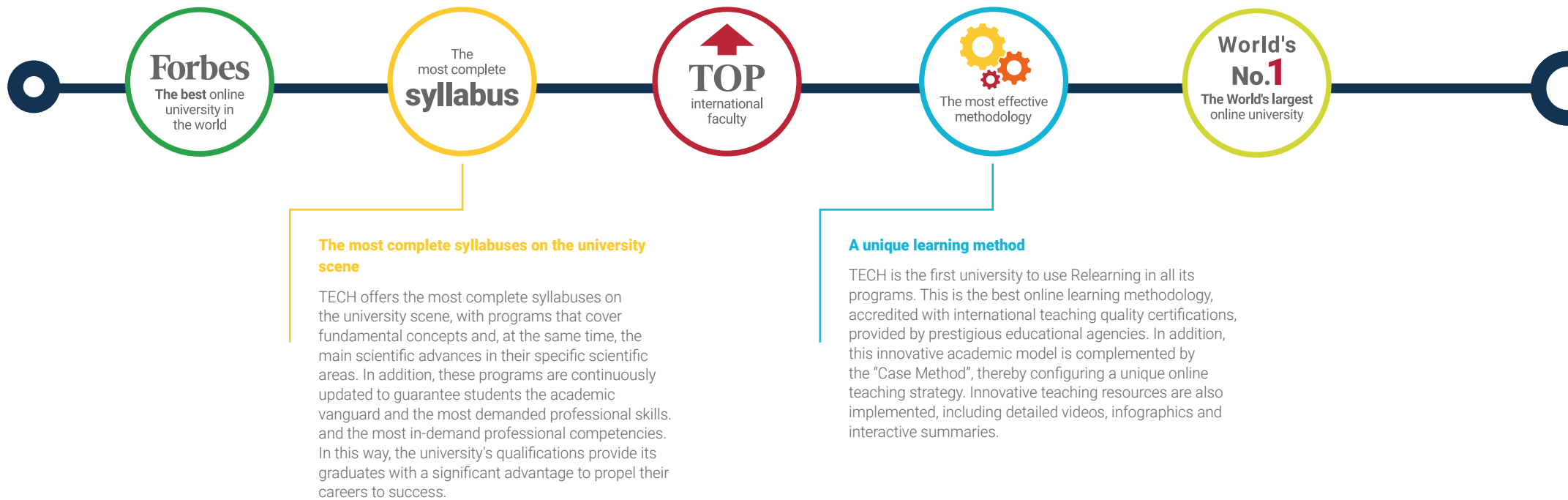
The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer 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 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.



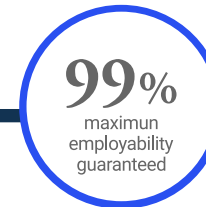
Google Premier Partner

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

The syllabus for this innovative program has been designed to provide a comprehensive overview of advanced customer relationship management using one of the most widely used platforms in the world. They will also take an in-depth look at Sales Cloud, focusing on the optimization of sales processes, automation and the analysis of commercial data. In this way, professionals will acquire essential knowledge in Service Cloud, where they will develop strategies to improve the customer experience through personalized service tools and Artificial Intelligence.



“

Not only will you understand Salesforce's architecture and functionality, but you will also be prepared to apply your knowledge in competitive business environments, adapting to the demands of today's market"

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



Knowledge of Salesforce is a strategic advantage when it comes to leading digital transformation processes in organizations. What are you waiting for to master all the related aspects? Enroll now!"

04

Teaching Objectives

This complete Postgraduate Certificate will provide professionals with a solid and practical knowledge of the most widely used CRM platform in the world. As they progress through the program, they will gain an in-depth understanding of the Salesforce ecosystem, covering its main clouds. Thanks to this, they will be able to optimize business processes, improve the customer experience and develop effective automation strategies. In addition, graduates will develop practical skills in Salesforce configuration and administration, being able to integrate this platform with other systems and optimize its performance according to the specific needs of each business.



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With a dynamic approach adapted to the demands of today's market, this program will guarantee a high level of education that will open up new job and professional growth opportunities”



General Objectives

- Understand the Salesforce ecosystem and its different clouds
- Configure and customize Salesforce environments according to business needs
- Manage data and automate processes within the platform
- Develop custom applications using Salesforce tools
- Implement sales and customer service strategies with Sales Cloud and Service Cloud
- Analyze and visualize data using Salesforce Reports and Dashboards
- Integrate Salesforce with other platforms and external systems
- Apply good security and user management practices in Salesforce
- Optimize the user experience through solutions in Experience Cloud
- Prepare for official Salesforce certifications and improve employability





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



With the 100% online methodology you will be able to progress at your own pace while learning from expert teachers and industry leaders. Become a key professional in Salesforce Clouds!"

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.



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

The student: the priority of all TECH programs

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

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

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

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



The most comprehensive study plans at the international level

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

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

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

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TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH 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.

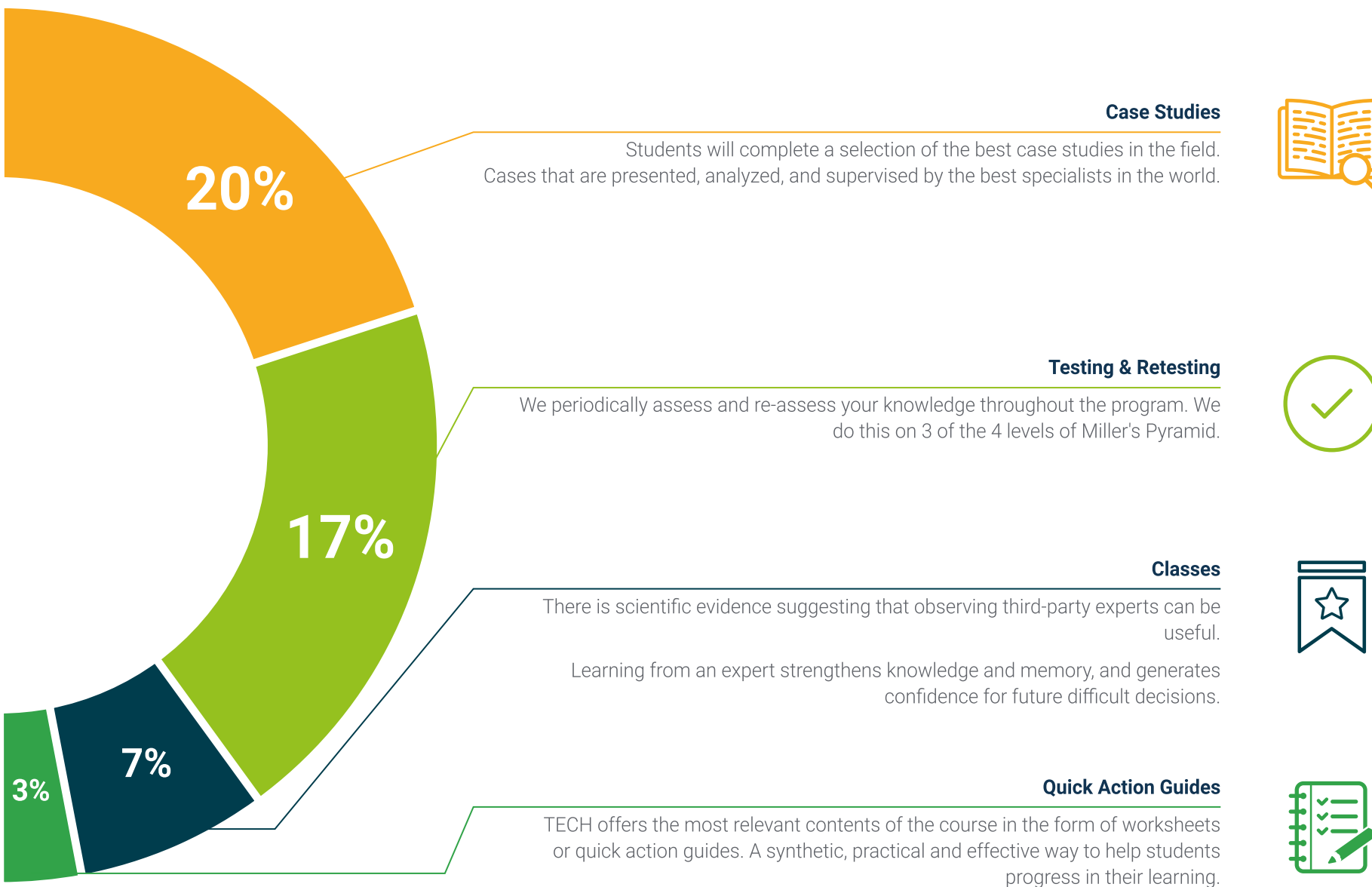
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



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 is made up of a team of highly qualified experts, with extensive experience in the use and implementation of this powerful CRM platform. In fact, each of the lecturers has been selected not only for their theoretical knowledge, but also for their practical experience in leading companies in the sector, which guarantees an education geared towards the reality of the current market. In addition, the program has specialists in Sales Cloud, Service Cloud, Marketing Cloud, Commerce Cloud and Data Cloud, who will provide a comprehensive and strategic approach to each of these areas.



“

TECH's teaching quality guarantees that you will receive high-level education, with direct access to professionals who are up to date with the latest trends and best practices in the industry”

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



07 Certificate

This Postgraduate Certificate in Salesforce Clouds 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 Salesforce Clouds** 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 Clouds**

Modality: **online**

Duration: **6 weeks**

Accreditation: **12 ECTS**





Postgraduate Certificate Salesforce Clouds

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 12 ECTS
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate Salesforce Clouds

