



Postgraduate Certificate Salesforce Market Consulting

- » 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-market-consulting

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01

Introduction to the Program

Salesforce, as one of the most widely used customer relationship management (CRM) platforms globally, has transformed the way companies interact with their consumers, enabling them to make decisions based on real-time data. According to an IDC (International Data Corporation) report, the global CRM market was worth \$79.8 billion, with Salesforce leading the sector with a 23.8% share. Taking into account that digitalization and strategic data management are key to business success, TECH has designed this comprehensive Postgraduate Certificate that will address all related aspects. Using a 100% online methodology, specialists will acquire the necessary skills to offer innovative and effective solutions to any organization.





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With this 100% online program from TECH, you will learn how to optimize commercial strategies, manage clients and use tools such as Marketing Cloud and Sales Cloud. Enroll now and become a specialist in the leading CRM platform!”

Salesforce Marketing Cloud has become a fundamental pillar for companies seeking to optimize their positioning and improve their relationship with customers. Thanks to the integration of advanced tools such as Salesforce Marketing Cloud, Sales Cloud and Service Cloud, organizations can analyze data in real time, automate processes and design highly effective business strategies. In fact, mastering this platform allows professionals to lead digital transformation projects and provide innovative solutions in increasingly competitive markets.

To achieve this objective, TECH has designed this Postgraduate Certificate in Salesforce Market Consulting, a specialized program that will address the most relevant and outstanding concepts. Throughout a comprehensive syllabus, it will delve into marketing automation, customer segmentation, predictive analytics with Einstein Analytics, and the loyalty and optimization of commercial campaigns. In addition, it will address CRM integration, omnichannel strategy design and lead management, ensuring that graduates are fully prepared to advise companies on how to maximize their resources.

Graduates will be able to excel in a highly demanding environment, enhancing companies' operational efficiency and improving their competitiveness. With this program, experts will be able to access job opportunities in specialized consultancies and large corporations, or even develop their own client portfolio as independent consultants.

Likewise, this qualification will be delivered 100% online, facilitating access to the content without restrictions of time or location. In addition, TECH will implement the Relearning methodology, which optimizes knowledge retention through the strategic reiteration of key concepts. In this way, students will achieve deep and lasting learning, enabling them to successfully apply market consulting strategies in Salesforce in any business context.

This **Postgraduate Certificate in Salesforce Market Consulting** contains the most complete and up-to-date 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



You will have access to a flexible program that will allow you to learn at your own pace and apply innovative strategies in any field. TECH will give you the opportunity to take the next step in your career!"

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You will master Salesforce and revolutionize market consulting! Thanks to this Postgraduate Certificate, you will manage process automation, data analysis and business strategies with the most powerful CRM”

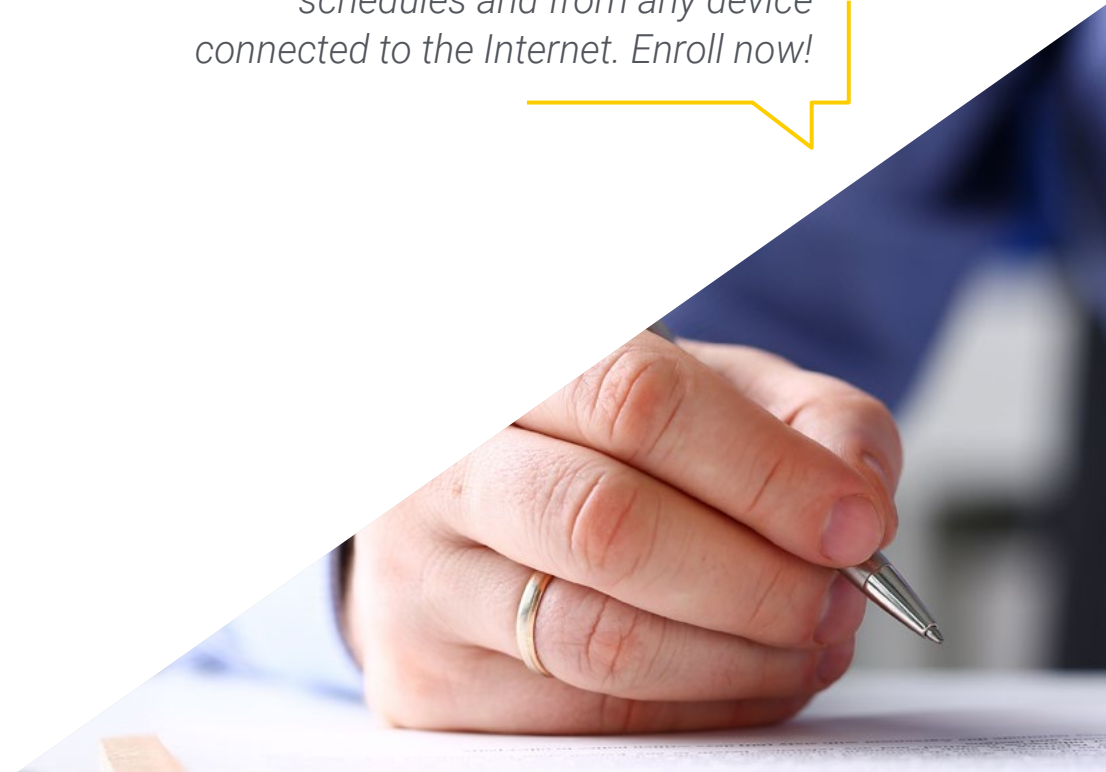
Its teaching staff includes professionals from the Salesforce field, who bring their work experience to this program, as well as renowned specialists from leading companies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

This TECH program is designed by industry-leading professionals who will guide you in everything related to Salesforce. You will become a highly skilled consultant!”

A flexible program for a career without limits: you will have access to dynamic and effective learning, without fixed schedules and from any device connected to the Internet. Enroll now!



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.



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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

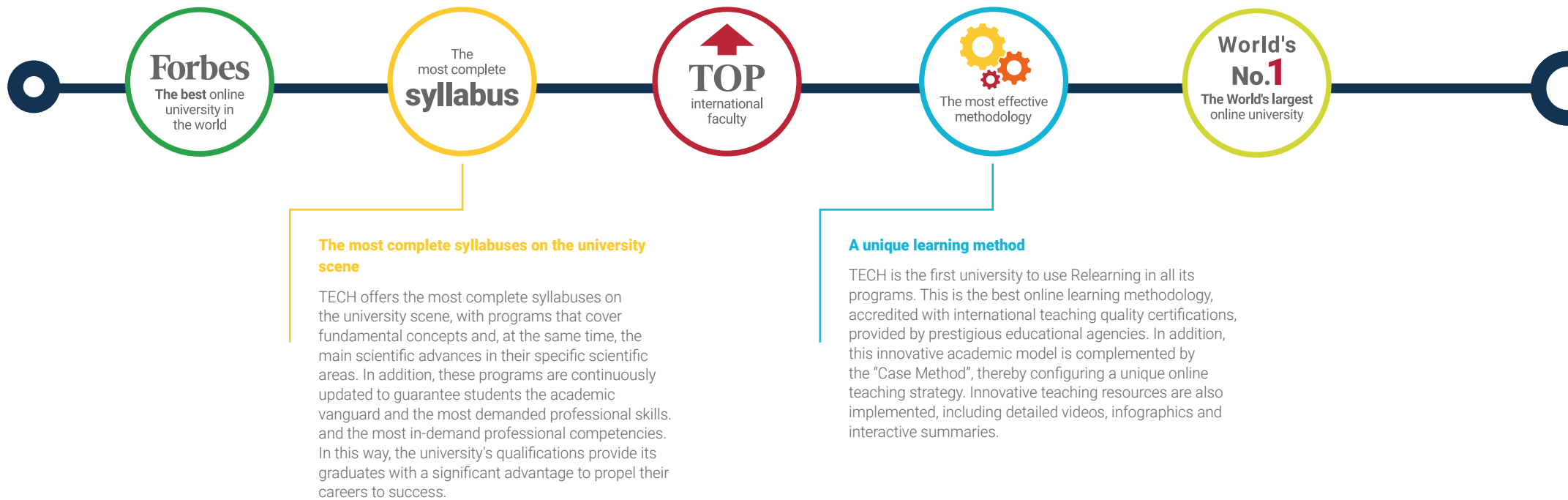
The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer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

This qualification will offer a comprehensive approach, combining theory and practice to provide in-depth knowledge about the strategic use of Salesforce. Using a structured syllabus, professionals will address key topics such as data analysis in CRM, customer segmentation, campaign automation, personalization of the user experience and optimization of the sales funnel. They will also analyze best practices in integration with tools such as Tableau and Pardot, implementation of chatbots with Artificial Intelligence and omnichannel management to improve customer relations and boost business growth.

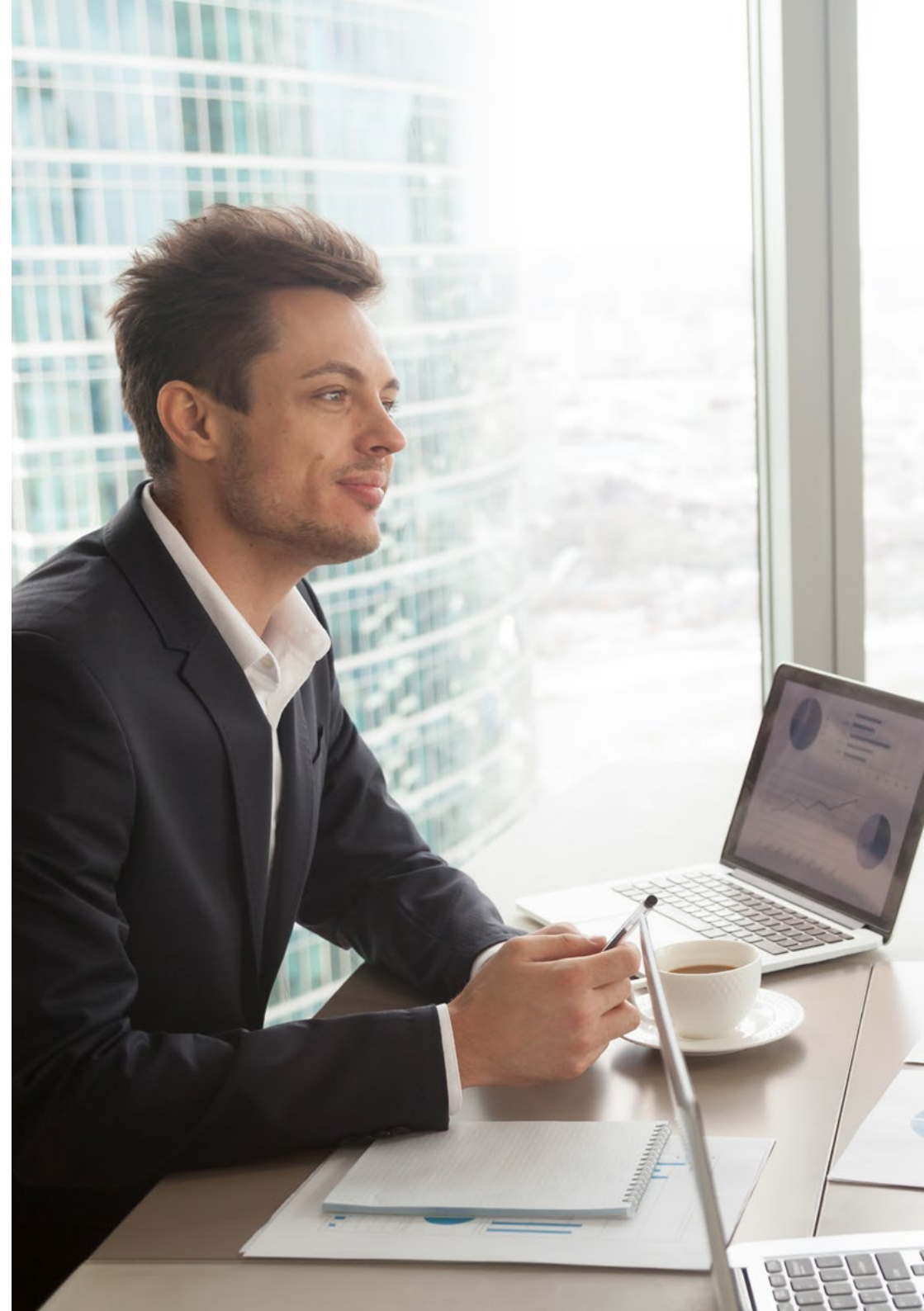


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Thanks to the advantages offered by this program, you will be able to assimilate all the concepts on the syllabus effectively, regardless of your geographical location or time availability”

Module 1. APEX Programming for Salesforce

- 1.1. Development Tools
 - 1.1.1. Developer Console
 - 1.1.2. Recommended IDE for Apex Programming
 - 1.1.3. Salesforce Extensions for vs. Code
 - 1.1.4. Code Builder
- 1.2. Programming with Apex
 - 1.2.1. Apex Programming
 - 1.2.2. Apex Transaction, Methods and Static Variables
 - 1.2.3. Exception Handling in Apex
- 1.3. Data Access from Apex
 - 1.3.1. SOQL Structures and Fundamentals in Apex
 - 1.3.2. Apex Variables in SOQL and SOSL
 - 1.3.3. DML Statements against Methods of the System Database Class
- 1.4. Apex Triggers
 - 1.4.1. Triggers and Execution Order
 - 1.4.2. Context Variables
 - 1.4.3. Bulk Triggers and Best Practices
- 1.5. Asynchronous Apex
 - 1.5.1. Future Apex
 - 1.5.2. Queueable Apex and Execution Chaining
 - 1.5.3. Apex Scheduler
- 1.6. Batch Apex
 - 1.6.1. Batch Apex Architecture
 - 1.6.2. Batch Jobs
 - 1.6.3. Limitations of Batch Apex
- 1.7. Security in Apex
 - 1.7.1. Apex Applications: Security Methods
 - 1.7.2. Digital Experiences: Methods for Web Sites
 - 1.7.3. Crypto Layer of Apex





- 1.8. Record Sharing using Apex
 - 1.8.1. Sharing Managed by Apex
 - 1.8.2. Sharing Recalculation with Apex
 - 1.8.3. Assignment of Territories to Opportunities
- 1.9. Apex Callouts
 - 1.9.1. SOAP Service: Proxy Classes Generated via WSDL
 - 1.9.2. HTTP Requests: Methods of the HTTP Class
 - 1.9.3. Limitations of Apex Callouts
- 1.10. Execution of Unit Tests
 - 1.10.1. Unit Test Execution Patterns
 - 1.10.2. Test Data Isolation
 - 1.10.3. Simulated and Auxiliary Objects: System.StubProvider Interface
 - 1.10.4. Best Practices in the Development of Test Classes



TECH, the world's largest online university according to Forbes, will offer you the opportunity to specialize in Salesforce Market Consulting at your own pace"

04

Teaching Objectives

This Postgraduate Certificate will provide professionals with a comprehensive and advanced overview of the strategic use of this leading customer relationship management platform. Throughout the program, they will acquire key skills in data analysis, business process automation and customer experience optimization, essential elements to stand out in a highly competitive market. Based on this, graduates will develop a highly competitive profile in the field of market consulting, obtaining up-to-date and practical knowledge that will allow them to access various job opportunities.



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Do you want to boost your professional growth and find better job opportunities? This program will allow you to acquire the knowledge necessary to excel in Salesforce”



General Objectives

- Analyze market trends using Salesforce tools
- Implement CRM strategies to improve customer relationships
- Configure and customize Sales Cloud and Marketing Cloud according to business objectives
- Automate sales and marketing processes to optimize conversion
- Interpret data and generate strategic reports with Salesforce Analytics
- Integrate Salesforce with other platforms for a 360° view of the customer
- Apply customer segmentation for personalized and effective campaigns
- Manage leads and opportunities to maximize sales performance
- Assess the impact of sales strategies using KPIs in Salesforce
- Prepare for official certifications in Salesforce market consulting





Specific Objectives

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



Thanks to the most comprehensive and up-to-date syllabus on the market, you will quickly acquire the key skills to perform in Salesforce Market Consulting"

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.

“*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.

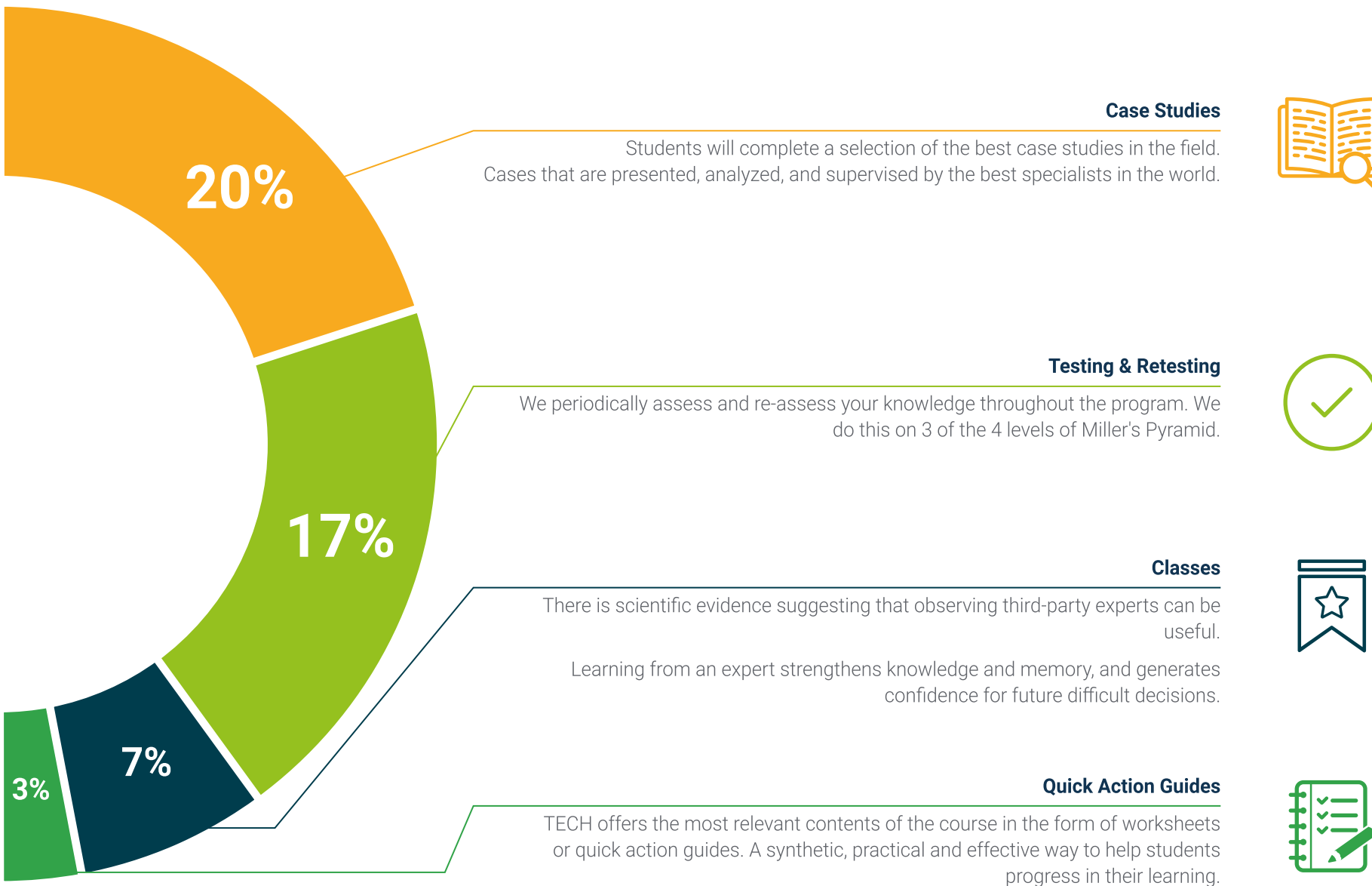
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



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 academic program has a teaching staff of excellence, made up of world-class experts in the implementation and optimization of this leading CRM platform. In fact, the teaching staff is made up of Salesforce-certified consultants, digital marketing specialists, data analysts, and technology project managers, who will provide a multidisciplinary and strategic vision. Thanks to their vast experience in the field, the mentors will provide a practical and up-to-date approach, ensuring that students acquire knowledge in line with current market trends and demands.



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You will have the opportunity to learn from the best, acquire a highly competitive profile and enhance your professional growth in a dynamic and constantly evolving environment"

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



07 Certificate

This Postgraduate Certificate in Salesforce Market Consulting 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 Market Consulting** 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 Market Consulting**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





Postgraduate Certificate Salesforce Market Consulting

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Postgraduate Certificate Salesforce Market Consulting