

Postgraduate Diploma

Commerce Cloud, Data Cloud and CRM in Salesforce



Postgraduate Diploma Commerce Cloud, Data Cloud and CRM in Salesforce

- » Modality: online
- » Duration: 3 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-commerce-cloud-data-cloud-crm-salesforce

Index

01

Introduction to the Program

p. 4

02

Why Study at TECH?

p. 8

03

Syllabus

p. 12

04

Teaching Objectives

p. 18

05

Career Opportunities

p. 22

06

Study Methodology

p. 26

07

Teaching Staff

p. 36

08

Certificate

p. 40

01

Introduction to the Program

Salesforce has established itself as one of the most advanced platforms in Customer Relationship Management (CRM), integrating tools such as Commerce Cloud and Data Cloud to transform the user experience and enhance data-driven decision making. According to a Gartner report, Salesforce leads the CRM magic quadrant for the eleventh consecutive year, standing out for its capacity for innovation and adaptability to market trends. With this in mind, TECH has developed this Postgraduate Diploma that will provide a comprehensive overview of these advanced solutions. Using a 100% online methodology, specialists will address key aspects such as customer management in omnichannel environments, personalization of shopping experiences and data analysis.





“

You will learn how to optimize business strategies and manage data in the cloud with the most advanced technology. All with an online, flexible and accessible methodology. Enroll now and become a specialist in the market-leading platform!”

The digital transformation has redefined the way companies interact with their customers, optimize their business strategies and manage data in real time. In this context, Salesforce has established itself as a key platform for enhancing the personalization, automation and efficiency of business processes. This improves the user experience, integrates information from multiple channels and develops data-driven strategies to boost profitability and customer loyalty.

Responding to this innovation scenario, TECH has developed this Postgraduate Diploma in Commerce Cloud, Data Cloud and CRM in Salesforce, an advanced program that will address the most outstanding tools of this platform. Through a practical and up-to-date approach, professionals will delve into digital commerce management, cloud data analysis and business process automation. They will also emphasize the optimization of the Customer Journey, the integration of Artificial Intelligence in sales strategies and predictive segmentation based on Big Data.

With this specialization, graduates will be able to access highly demanded job opportunities in sectors such as e-commerce, digital marketing and customer relationship management. Thanks to this, they will stand out in a constantly evolving market, acquiring a competitive profile for strategic roles such as CRM consultant, business data analyst or sales automation specialist. Likewise, the knowledge acquired will facilitate data-based decision making, optimizing conversion and business growth.

TECH has designed this program with a 100% online methodology, providing absolute flexibility to make learning compatible with other responsibilities. Through the innovative Relearning system, the content will be presented in a progressive and reiterative manner, favoring the effective assimilation of key concepts. Finally, access to the materials at any time and from any device will allow for a dynamic and accessible experience, ideal for those looking to update their knowledge without geographical or time restrictions.

This **Postgraduate Diploma in Commerce Cloud, Data Cloud and CRM in Salesforce** contains the most complete and up-to-date university 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 Commerce Cloud, Data Cloud and CRM in Salesforce
- ♦ 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 TECH and its Postgraduate Diploma, you will turn data into opportunities and lead the digital transformation. What are you waiting for to enroll in the program that will boost your career?"

“

You will specialize with the best and advance efficiently in your career. With this program you will learn how to manage clients, optimize digital strategies and enhance e-commerce”

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.

With a 100% online methodology based on Relearning, TECH will offer you an innovative program with up-to-date content. Enroll now and become an expert in the industry leading platform!

Through a high-level syllabus, you will discover key strategies and advanced tools to lead the new era of digital commerce. Be part of the world's largest online university according to Forbes!

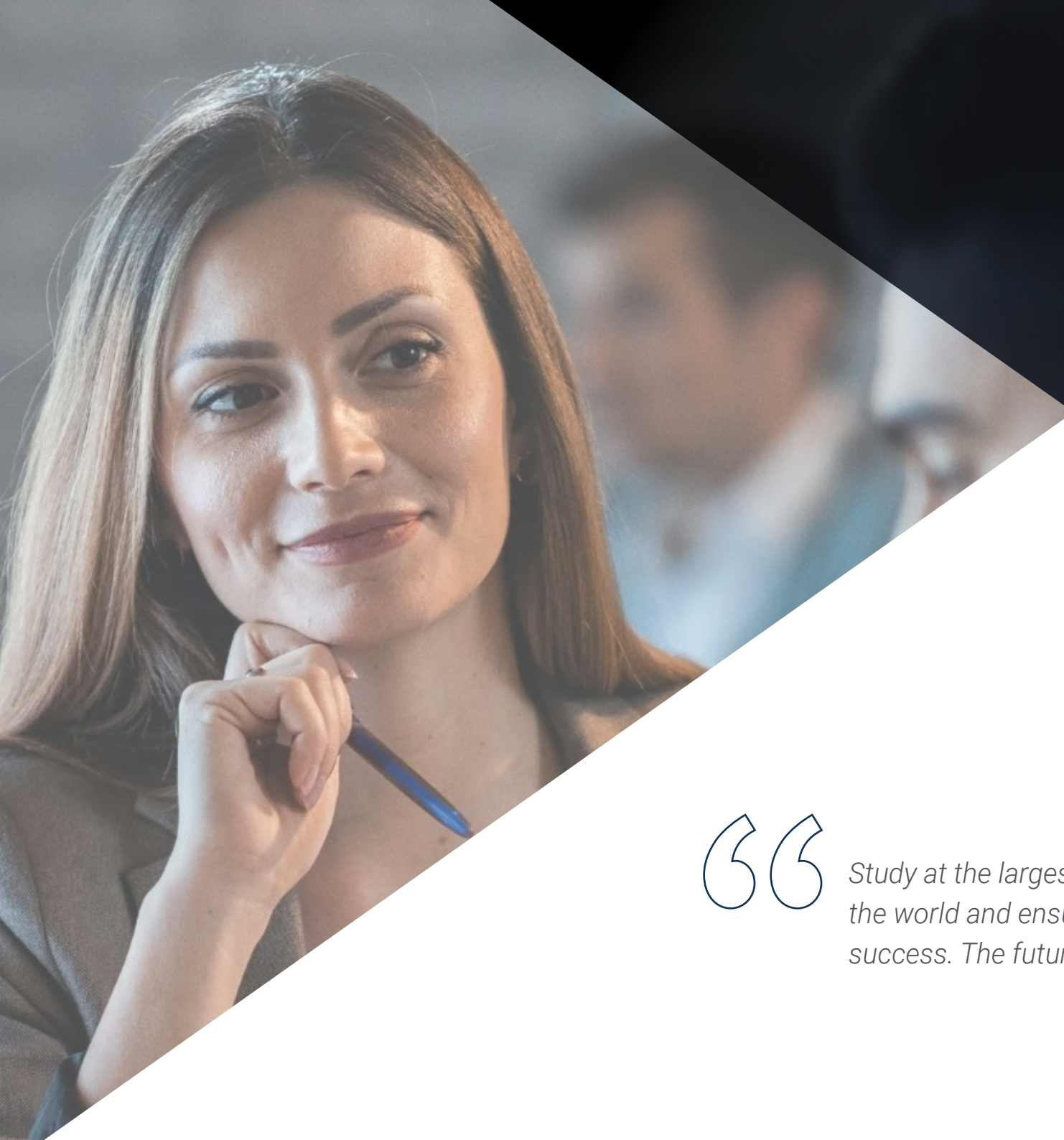


02

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.



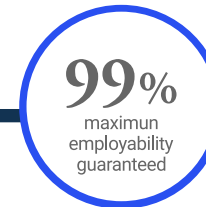
Google Premier Partner

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

TECH has designed an innovative and excellence-oriented syllabus with the aim of providing in-depth knowledge about the integration and management of Salesforce solutions in the business environment. Therefore, throughout the program, emphasis will be placed on the configuration and customization of CommerceCloud, advanced data analysis with Data Cloud and intelligent audience segmentation. Likewise, emphasis will be placed on workflow automation with CRM, the integration of Artificial Intelligence in the personalization of the user experience and the implementation of omnichannel strategies in real time.



“

This Postgraduate Diploma will ensure you receive a high level of preparation so that you can face the challenges of digital commerce and data-driven business transformation"

Module 1. APIs and Integrations in Salesforce

- 1.1. Salesforce Integration
 - 1.1.1. Outbound Integrations from Salesforce
 - 1.1.2. Inbound Integrations to Salesforce
 - 1.1.3. Salesforce to Salesforce Integrations
 - 1.1.4. Salesforce API Libraries
- 1.2. External Services
 - 1.2.1. Open AP Standard Specification
 - 1.2.2. External Credentials
 - 1.2.3. Named Credentials
- 1.3. Connected Apps
 - 1.3.1. Connected Apps
 - 1.3.2. Integration Scopes
 - 1.3.3. Integration Authorization and Identity Management
 - 1.3.4. Connected Apps Security Policies
- 1.4. SOAP API
 - 1.4.1. Enterprise WSDL
 - 1.4.2. Partner WSDL
 - 1.4.3. Apex WSDL
 - 1.4.4. Metadata WSDL
- 1.5. Synchronous REST Integrations
 - 1.5.1. REST API in Salesforce
 - 1.5.2. Connect REST API in Salesforce
 - 1.5.3. Document Management in Salesforce by API
- 1.6. API for Data Migration
 - 1.6.1. Bulk API
 - 1.6.2. Configuration and Execution of Bulk Data Migration by Bulk API
 - 1.6.3. Data Processing in Bulk Loads
 - 1.6.4. Bulk API 1.0 vs. Bulk API 2.0





- 1.7. Event-Driven Integration.
 - 1.7.1. Platform Event Bus
 - 1.7.2. Streaming API in Salesforce
 - 1.7.3. Pub/Sub API in Salesforce
 - 1.7.4. Change Data Capture
 - 1.7.5. Subscription to Events from External Systems with cometD Framework
- 1.8. Integration for Configuration and Development
 - 1.8.1. Tooling API
 - 1.8.2. Metadata API
 - 1.8.3. Dynamic Organization Management based on Tooling API
- 1.9. Data Synchronization between Orgs
 - 1.9.1. Data Synchronization Patterns between Orgs
 - 1.9.2. Salesforce Connect with Cross-Org Adapter
 - 1.9.3. Open Data Protocol (oData)
 - 1.9.4. GraphQL with oData
- 1.10. Integration Patterns
 - 1.10.1. Remote Process Invocation-Request and Reply
 - 1.10.2. Remote Process Invocation-Fire and Forget
 - 1.10.3. Batch Data Synchronization
 - 1.10.4. Remote Call-In
 - 1.10.5. UI Update Based on Data Changes
 - 1.10.6. Data Virtualization

Module 2. Advanced Programming in Salesforce

- 2.1. Dynamic Apex
 - 2.1.1. Dynamic Access to Objects and Fields Definition
 - 2.1.2. Dynamic SOQL
 - 2.1.3. Dynamic DML
- 2.2. Platform Cache
 - 2.2.1. Platform Cache. Uses
 - 2.2.2. Org Cache
 - 2.2.3. Session Cache
 - 2.2.4. Best Practices

- 2.3. Platform Event Bus
 - 2.3.1. Platform Event Bus. Uses
 - 2.3.2. Publication of an Event
 - 2.3.3. Subscription to an Event
- 2.4. SOLID Principles
 - 2.4.1. Single Responsibility
 - 2.4.2. Open-Closed
 - 2.4.3. Liskov Substitution
 - 2.4.4. Interface Segregation
 - 2.4.5. Dependency Investment
- 2.5. Apex Enterprise Pattern
 - 2.5.1. Separation of Concerns (SOC)
 - 2.5.2. Selector Layer
 - 2.5.3. Domain Layer
 - 2.5.4. Service Layer
- 2.6. Trigger Framework
 - 2.6.1. Trigger Framework
 - 2.6.2. O'Hara
 - 2.6.3. Dan Appleman
 - 2.6.4. Hari Krishnan
 - 2.6.5. Scot Wells
- 2.7. Error Framework
 - 2.7.1. Error Framework
 - 2.7.2. Error Capture
 - 2.7.3. Platform Event to Register the Error
- 2.8. Framework Automations
 - 2.8.1. Automation Tools
 - 2.8.2. Design of Automation Framework
 - 2.8.3. Technical Aspects
- 2.9. Development Tools
 - 2.9.1. Code Analyzer
 - 2.9.2. Apex Replay
 - 2.9.3. Apex Log Analyzer
 - 2.9.4. Explain Plan

- 2.10. Troubleshooting Limits in Apex
 - 2.10.1. CPU Time
 - 2.10.2. Too Many SOQL
 - 2.10.3. Heap Size

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 - 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

This Postgraduate Diploma will provide a comprehensive overview of the most advanced technologies in customer management, digital commerce and data analysis. To this end, the program will focus on the configuration, customization and integration of Commerce Cloud, Data Cloud and CRM in Salesforce, enabling students to develop efficient solutions tailored to the needs of each organization. In this way, graduates will be able to design and execute innovative strategies that boost profitability and business growth. In addition, they will acquire the necessary skills to excel in the field of digital commerce, data management and business CRM.



“

You will have access to study materials, interactive summaries and additional reading to help you reach your full potential in Salesforce Commerce Cloud, Data Cloud and CRM"



General Objectives

- ♦ Implement digital commerce strategies with Salesforce Commerce Cloud to optimize the customer experience
- ♦ Manage and analyze data in Salesforce Data Cloud to improve business decision making
- ♦ Develop advanced CRM strategies to build customer loyalty and improve brand relationships
- ♦ Automate sales and marketing processes to increase business efficiency and profitability
- ♦ Personalize the user experience through the integration of artificial intelligence and data analytics
- ♦ Design and optimize workflows in Salesforce to improve customer conversion and retention
- ♦ Apply omnichannel strategies in Commerce Cloud to offer a fluid and connected shopping experience
- ♦ Implement predictive models of consumer behavior to boost sales
- ♦ Integrate Salesforce with other platforms and digital tools to improve business management
- ♦ Measure and optimize the performance of campaigns and strategies in real time with Data Cloud





Specific Objectives

Module 1. APIs and Integrations in Salesforce

- Understand the different Salesforce APIs and their use in integrations with other systems
- Apply secure and efficient integration strategies in Salesforce

Module 2. Advanced Programming in Salesforce

- Develop advanced skills in the use of Apex to solve complex and personalized problems in Salesforce
- Manage advanced development techniques such as exception handling, asynchronous programming and query optimization

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



Thanks to TECH's 99% employability, you will conquer the labor market, backed by an innovative academic quality that will allow you to succeed in the digital industry"

05

Career Opportunities

This program will open up a wide range of job opportunities in sectors such as retail, banking, technology and services, where process personalization and automation play a key role in customer loyalty and increased profitability. In this way, graduates will be qualified to work as consultants specialized in Salesforce, leading the implementation and optimization of digital commerce and CRM solutions in companies of any size. In addition, they will be able to access strategic positions in the areas of data analysis, business intelligence and customer experience.



“

With this comprehensive preparation, you will become an essential part of the digital evolution of companies, boosting your competitiveness and operational efficiency”

Graduate Profile

Graduates will stand out for their expertise in implementing advanced Salesforce solutions, optimizing personalization, automation and data analysis to maximize business profitability. Thanks to a practical and up-to-date approach, this specialist will be prepared to design and implement efficient Customer Relationship Management (CRM) strategies, improve the user experience through Commerce Cloud and use Data Cloud to convert large volumes of information into strategic insights. Finally, their ability to integrate these tools will enable them to make data-driven decisions and improve customer conversion and loyalty.

With training that is flexible and adapted to the needs of the market, you will be prepared to take on new challenges in a constantly evolving digital environment.

- ♦ **Analytical Thinking and Data-Driven Decision Making:** interpret information extracted from Data Cloud and other analysis tools in Salesforce, transforming it into effective business strategies
- ♦ **Digital Skills and Technological Adaptability:** master digital platforms such as Commerce Cloud and CRM, along with the ability to adapt to new technologies and constantly evolving digital environments
- ♦ **Leadership and Project Management:** lead digital transformation initiatives, manage teams and coordinate Customer Relationship Management (CRM) strategies in companies from different sectors
- ♦ **Effective Communication and Customer Focus:** develop communication skills to present reports, defend business strategies and improve customer relationships through personalized solutions





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

1. **Salesforce CRM Consultant:** responsible for the implementation and optimization of Salesforce CRM, responsible for designing strategies to improve customer management and boost sales.
2. **Commerce Cloud Administrator:** manager of the Commerce Cloud platform, ensuring an efficient and personalized shopping experience for users.
3. **Data Cloud Analyst:** responsible for the collection, analysis, and interpretation of data in Salesforce Data Cloud, using insights to make strategic decisions in companies.
4. **Customer Experience Manager (CX Manager):** responsible for improving customer relations through CRM and loyalty strategies, personalizing communication and optimizing each point of contact.
5. **Marketing Automation Specialist:** designer of automated campaigns in Salesforce Marketing Cloud, using Artificial Intelligence and advanced segmentation to increase conversions.
6. **E-commerce Manager:** responsible for leading the digital sales strategy on platforms such as Commerce Cloud, optimizing usability and maximizing revenue in online environments.
7. **Salesforce Solutions Developer:** programmer specialized in the customization and integration of Salesforce tools, adapting their functionalities to the specific needs of each company.
8. **Digital Transformation Leader:** responsible for driving the digitization of business processes, applying Data Cloud and CRM tools to improve operational efficiency and decision making.

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.

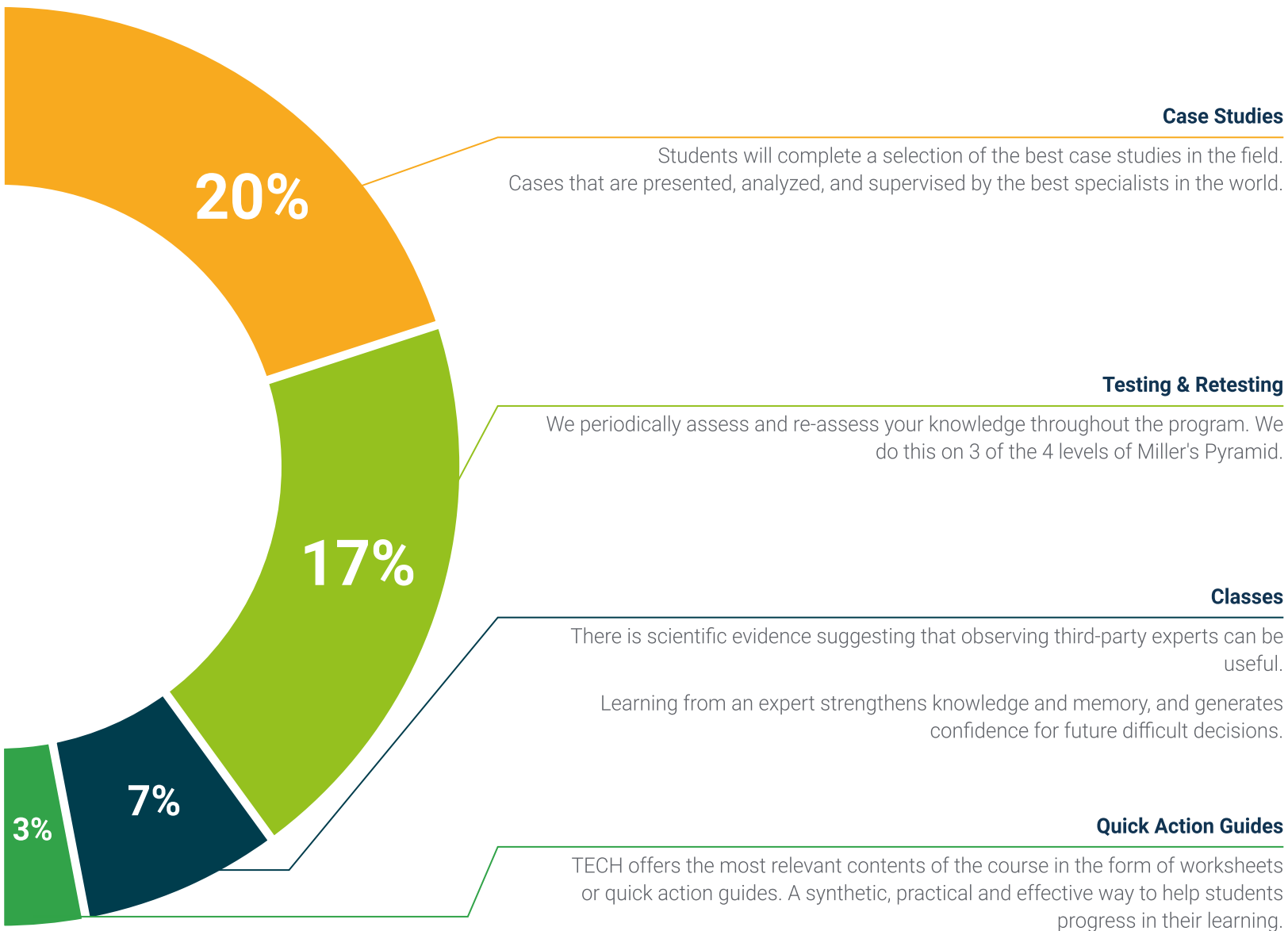
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



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

This qualification benefits from a highly qualified teaching staff, made up of experts in digital transformation, data analysis and customer management through Salesforce. Each of them has extensive experience in the sector and has worked on strategic projects for large companies, providing an up-to-date and practical vision of the best technological solutions. In this sense, this team not only stands out for its theoretical knowledge, but also for its applied experience in Commerce Cloud, Data Cloud and CRM, which allows it to offer a realistic approach oriented towards the resolution of business problems.



“

TECH teachers combine case studies, trend analysis and practical simulations, thus facilitating an in-depth and effective understanding of the most advanced Salesforce tools”

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

Ms. Fernández Jiménez, Elena

- ♦ *Fullstack Developer*
- ♦ Degree in Software Engineering from the Complutense University of Madrid
- ♦ Expert in B2C Commerce Projects with SFCC
- ♦ Specialist in Front-end and Back-end Development

Mr. Ruiz Bellido, Jorge

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

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 Commerce Cloud, Data Cloud and CRM in Salesforce 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.



“

*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 Commerce Cloud, Data Cloud and CRM in Salesforce** 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.

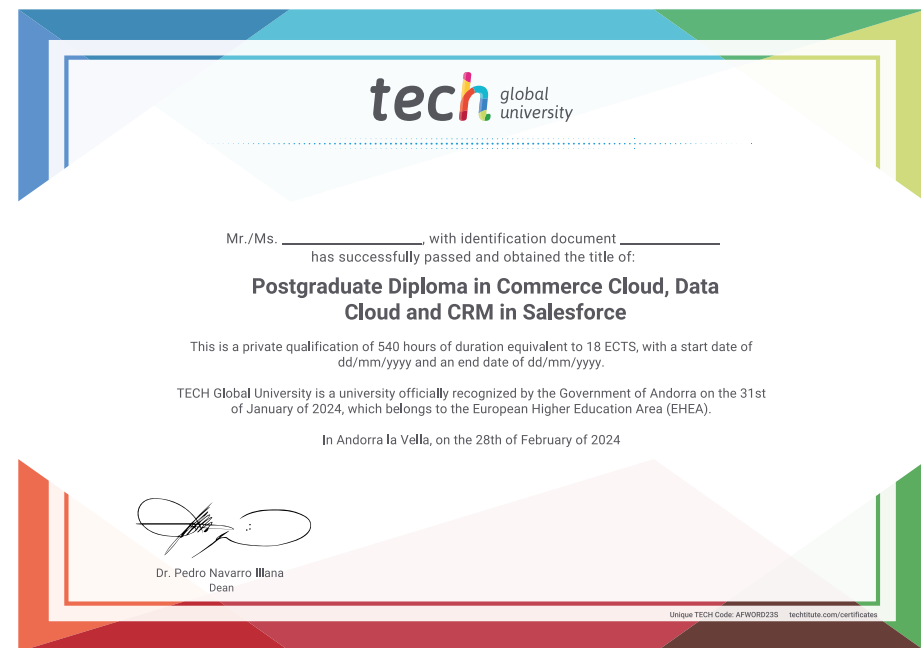
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Commerce Cloud, Data Cloud and CRM in Salesforce**

Modality: **online**

Duration: **3 months**

Accreditation: **18 ECTS**





Postgraduate Diploma Commerce Cloud, Data Cloud and CRM in Salesforce

- » Modality: online
- » Duration: 3 months
- » Certificate: TECH Global University
- » Accreditation: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Postgraduate Diploma

Commerce Cloud, Data Cloud and CRM in Salesforce

