

Postgraduate Diploma

Marketing Consultant and Data Analysis in Salesforce



Postgraduate Diploma Marketing Consultant and Data Analysis in Salesforce

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

Website: www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-marketing-consultant-data-analysis-salesforce

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01

Introduction to the Program

The use of CRM (Customer Relationship Management) platforms has become a fundamental pillar for efficient customer management and the optimization of marketing strategies. In this context, Salesforce is positioned as the leading tool in the market, with a share of more than 23% in the global CRM industry, according to a report published by IDC (International Data Corporation). Taking this innovation in the digital environment into account, TECH has designed this Postgraduate Diploma that will provide the knowledge necessary to design highly personalized campaigns, maximize conversion and make strategic decisions based on real-time information. All this, based on a 100% online methodology, an up-to-date syllabus and high-level teaching support.



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Using a 100% online program, you will learn to design personalized strategies, optimize campaigns and make accurate decisions with advanced tools. Enroll now and take your career to the next level!

Data analysis and marketing automation are key to the success of any company in the digital age. In this sense, Salesforce allows for the optimization of strategies through advanced tools that transform the way organizations manage the customer experience. For this reason, having specialists capable of interpreting data, designing personalized campaigns and maximizing conversion is a growing need in the market.

In response to this demand, TECH has developed this Postgraduate Diploma in Marketing Consultant and Data Analysis in Salesforce, an innovative program that will provide the most advanced knowledge in the implementation of strategic solutions based on data. Throughout this academic itinerary, designed with a comprehensive approach, professionals will delve into the use of Salesforce Marketing Cloud, Einstein Analytics and automation tools for effective decision making. They will also address advanced segmentation methodologies, customer journey optimization and conversion attribution, with the aim of developing high-impact campaigns.

Graduates will be prepared to work as digital marketing consultants, data analysts, CRM managers or personalized strategy directors in large companies. Thanks to the profile they will develop, they will be able to be part of the growing digitalization of the market, standing out as fundamental pieces within any marketing team, thereby increasing their employability and international projection.

With the aim of guaranteeing flexible and efficient learning, this Postgraduate Diploma will be delivered in a 100% online format that facilitates access to the content at any time and from any device. In turn, TECH will implement the Relearning methodology, based on the reiteration of key concepts, which facilitates the progressive assimilation of knowledge and improves academic performance. Thanks to these innovative benefits, TECH will ensure a dynamic experience adapted to the demands of the industry.

This **Postgraduate Diploma in Marketing Consultant and Data Analysis in Salesforce** 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 Marketing Consultant and Data Analysis 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



In this Postgraduate Diploma you will benefit from an innovative online methodology based on Relearning. Make the most of this opportunity and specialize in one of the most in-demand areas today!"

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Do you want to optimize campaigns, analyze data in depth and personalize the customer experience? This Postgraduate Diploma is the ideal option for you”

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

Its multimedia content, developed with the latest educational technology, will provide professionals with situated and contextualized learning, that is, a simulated environment that will provide immersive study set up to prepare them in 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.

TECH will not only give you access to a 100% online program taught by the best experts in the sector, but will also empower you to master Salesforce and transform your marketing strategy.

Boost your career in digital marketing thanks to TECH! With this program you will master advanced segmentation, campaign automation and the use of tools such as Einstein Analytics.



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 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.

A unique learning method

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

The official online university of the NBA

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

Leaders in employability

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



Google Premier Partner

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



The top-rated university by its students

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



03 Syllabus

Throughout an exhaustive syllabus, professionals will address everything from configuring automated workflows to advanced customer segmentation and creating strategies based on predictive models. Besides, professionals will delve into topics such as cohort analysis for campaign optimization and the interpretation of dashboards in Tableau for strategic decision making. Finally, they will examine the integration of Artificial Intelligence in the personalization of messages and the automation of customer journeys through tools such as Pardot and Journey Builder.



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This Postgraduate Diploma represents a unique opportunity to specialize in an area that is constantly evolving and in increasing demand in the business world”

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

Module 2. OmniStudio Framework

- 2.1. OmniStudio Architecture
 - 2.1.1. OmniStudio Architecture
 - 2.1.2. OmniStudio Component Layers
 - 2.1.3. OmniStudio Version Types
- 2.2. System Administration and Configuration
 - 2.2.1. Installing and Upgrading OmniStudio
 - 2.2.2. Licenses and Permissions in OmniStudio
 - 2.2.3. Configuring Interfaces and Deployments
- 2.3. DataRaptors
 - 2.3.1. DataRaptor
 - 2.3.2. Types of Dataraptors
 - 2.3.3. Types of Data Returned by Dataraptors
 - 2.3.4. Caching and Security in Dataraptors
 - 2.3.5. Dataraptors Invocation Methods
 - 2.3.6. Best Practices for Dataraptors

- 2.4. *Integration Procedures*
 - 2.4.1. *Types of Actions in Integration Procedures*
 - 2.4.2. Types of Actions in Integration Procedures
 - 2.4.3. Caching and Security in Integration Procedures
 - 2.4.4. Integration Procedures Invocation Methods
 - 2.4.5. Error Handling in Integration Procedures
 - 2.4.6. Best Practices for Integration Procedures
- 2.5. *Flexcards*
 - 2.5.1. *Flexcards*
 - 2.5.2. Elements for Flexcards
 - 2.5.3. Flexcard Management
 - 2.5.4. Flexcard Designer
 - 2.5.5. Debugging and Testing Flexcards
 - 2.5.6. Best Practices for Flexcards
- 2.6. *Omniscripts*
 - 2.6.1. *Omniscripts*
 - 2.6.2. Elements for Omniscripts
 - 2.6.3. Omniscripts Management
 - 2.6.4. Omniscripts Designer
 - 2.6.5. Debugging and Testing in Omniscripts
 - 2.6.6. Best Practices for Omniscripts
- 2.7. *Business Rules Engine*
 - 2.7.1. *Business Rules Engine*
 - 2.7.2. Matrix Decision
 - 2.7.3. Decision Tables
 - 2.7.4. Expression Sets
 - 2.7.5. Business Rules Integrations
 - 2.7.6. Migration of Calculation Matrix and Calculation Procedures
- 2.8. *Tracking Service*
 - 2.8.1. *Tracking Service*
 - 2.8.2. Tracking Service Usage Configuration
 - 2.8.3. Elements for Using Tracking Service

- 2.9. Omni Analytics Overview
 - 2.9.1. OmniAnalytics
 - 2.9.2. Usage Configurations for Omni Analytics
 - 2.9.3. Omni Analytics Results for Google Analytics
- 2.10. IDX Workbench (Deployment Tool)
 - 2.10.1. Installing IDX Workbench
 - 2.10.2. Metadata Configuration and Migration
 - 2.10.3. Metadata Migration Validation

Module 3. Salesforce Security

- 3.1. Security in Apex
 - 3.1.1. Security in Apex
 - 3.1.2. Best Practices for Secure and Attack Protected Code
 - 3.1.3. Data Encryption in Transit and at Rest
- 3.2. Security in Visualforce
 - 3.2.1. Security in Visualforce
 - 3.2.2. Security in Visualforce Framework
 - 3.2.3. Best Practices for Secure Code in Visualforce
- 3.3. Security in Aura
 - 3.3.1. Security in Aura Framework
 - 3.3.2. Practical Examples of Protection and Security Evidences in Aura
 - 3.3.3. Best Practices for Secure Code in Aura
- 3.4. Security in Lightning Web Components
 - 3.4.1. Security in LWC Framework
 - 3.4.2. Practical Examples of Protection and Security Evidences in LWC
 - 3.4.3. Best Practices for Secure Code in LWC
- 3.5. *User Access Management*
 - 3.5.1. User Profiling and Licensing (Profiles & Custom Permission)
 - 3.5.2. Role Hierarchy and Territory Model
 - 3.5.3. Team Management (Case, Account and Opportunity)
 - 3.5.4. Queues and User Groups
 - 3.5.5. Best Practices for External User Access





- 3.6. Security at the Registry Level
 - 3.6.1. OWD, Sharing Rules, ARSDR and Manual Sharing. Best Practices
 - 3.6.2. Blocking of Registries
 - 3.6.3. Implicit Sharing and Apex Sharing Reasons
 - 3.6.4. Data Masking
- 3.7. Security at the Field Level
 - 3.7.1. Advanced Profiling Modeling
 - 3.7.2. Best Practices for Dynamic Forms
 - 3.7.3. FLS Control and Record Visibility in Apex and SOQL
- 3.8. User Authentication and Salesforce Access Authorization
 - 3.8.1. Authentication Methods (U/P, SSO and Delegated Authentication)
 - 3.8.2. Login Flows Best Practices
 - 3.8.3. Best Practices for Internal and External Access (Experience Cloud)
 - 3.8.4. Setting Up Secure Access for External Applications to Salesforce
 - 3.8.5. Best Practices in OAuth Flows for Access Authorization
- 3.9. Monitoring and Security Policies
 - 3.9.1. Salesforce Shield. Advanced Use Cases
 - 3.9.2. Salesforce Shield. Field Audit Trail
 - 3.9.3. Salesforce Shield. Transaction Security Policies
- 3.10. Security at the Network Level
 - 3.10.1. HTTPS & TLS - Advanced Configuration in Salesforce
 - 3.10.2. 1-Way & 2-Way SSL Flow. Configuration and Applicability
 - 3.10.3. Network Configuration Best Practices



Thanks to this complete Postgraduate Diploma, you will learn how to segment audiences, automate processes and improve the customer experience"

04

Teaching Objectives

The main objective of this Postgraduate Diploma is to enable professionals to use Salesforce strategically to optimize decision making in digital environments. To this end, the program will focus on providing in-depth knowledge of advanced customer management, campaign automation and data interpretation, thereby enabling the creation of highly effective and personalized strategies. In this way, graduates will be capable of leading digital transformation projects in the field of marketing, applying up-to-date knowledge in the personalization of experiences and in the optimization of the sales funnel.



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You will specialize in a highly demanded sector, accessing new job opportunities in companies that seek to enhance their commercial strategy through the use of Salesforce and advanced data analysis”



General Objectives

- ♦ Develop data-driven digital marketing strategies to optimize business performance
- ♦ Implement advanced Salesforce solutions for efficient customer and campaign management
- ♦ Analyze large volumes of data to identify business opportunities and improve decision making
- ♦ Apply customer segmentation techniques to customize communication and sales strategies
- ♦ Optimize marketing automation processes in Salesforce to increase operational efficiency
- ♦ Design dashboards and personalized reports for the monitoring and analysis of key metrics
- ♦ Integrate artificial intelligence tools into data analytics to predict market trends
- ♦ Boost customer loyalty by personalizing data-driven experiences
- ♦ Implement growth marketing strategies with methodologies based on data analysis
- ♦ Improve customer conversion and retention by applying predictive models in Salesforce





Specific Objectives

Module 1. APEX Programming for Salesforce

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

Module 2. Framework OmniStudio

- ♦ Delve into the OmniStudio framework to create customized solutions in Salesforce
- ♦ Use OmniStudio to create and manage workflows and personalized pages

Module 3. Salesforce Security

- ♦ Implement and manage security controls in Salesforce to protect sensitive company data
- ♦ Manage user authentication and platform security settings



This program will bring you closer to a world-class teaching staff, with specialists in CRM, automation, and data analysis"

05

Career Opportunities

This academic itinerary will open the doors to a highly competitive and constantly evolving labor market. In this way, professionals will gain access to strategic positions in digital marketing, data analysis and CRM consultancy, allowing them to work as Marketing Consultants, Data Analysts, CRM Managers or Customer Insights Specialists in technology companies, agencies and large corporations. Furthermore, a mastery of tools such as Marketing Cloud, Pardot and Tableau CRM will facilitate their insertion into companies that seek to improve customer conversion and loyalty through data-based strategies.



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Not only will you strengthen your data analysis and management skills, but you will also be prepared to lead teams, improve the profitability of campaigns and generate a real impact on business decision-making"

Graduate Profile

Graduates will have a highly specialized profile, aligned with the current needs of the digital market. Thanks to their mastery of advanced tools, they will be able to design, execute and optimize data-driven marketing strategies, maximizing the efficiency of campaigns and customer loyalty. They will also acquire a comprehensive view of the Salesforce ecosystem, enabling them to integrate into marketing, sales and data analysis teams in technology companies, advertising agencies and large corporations.

This qualification will give you a versatile and highly sought-after skillset, ready to face the challenges of digital marketing and data management with an innovative and results-based approach.

- ♦ **Analytical Thinking and Data-Driven Decision Making:** interpret key metrics, extract valuable insights and base strategic decisions on data obtained through Salesforce Marketing Cloud
- ♦ **Efficient Management of Digital Projects:** plan, execute and monitor automated marketing strategies, optimizing resources and ensuring the fulfillment of business objectives in dynamic digital environments
- ♦ **Adaptability to Digital Transformation:** Integrate new technologies into business strategies, facilitating the digitalization of processes and ensuring competitiveness in innovation-driven markets
- ♦ **Effective Communication and Teamwork:** collaborate with multidisciplinary teams, present data reports in a clear and persuasive manner, and design strategies that align marketing objectives with the business



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

1. **Marketing Consultant at Salesforce:** responsible for designing, implementing and optimizing automated marketing strategies using Salesforce Marketing Cloud
2. **Marketing Data Analyst:** responsible for interpreting key metrics, generating detailed reports and proposing improvements based on the analysis of data from platforms such as Tableau CRM and Salesforce Analytics
3. **CRM Manager:** responsible for managing and optimizing customer relationships through Salesforce, ensuring a personalized experience and improving customer loyalty and lead conversion
4. **Marketing Automation Specialist:** manages the configuration of automation flows in Salesforce to improve the segmentation, personalization and efficiency of email marketing campaigns
5. **Digital Transformation Consultant in Marketing:** advisor to companies on the integration of advanced digital tools, applying data-driven marketing strategies
6. **Business Intelligence Manager:** responsible for gathering, structuring and analyzing key information about customers and markets to make strategic decisions and improve business profitability
7. **Customer Experience (CX) Strategist:** oversees data-driven customer experience strategies, using Salesforce to personalize interactions and improve consumer satisfaction and loyalty
8. **Predictive Marketing Specialist:** responsible for applying data analysis and machine learning models in Salesforce to anticipate consumer trends, optimize campaigns and improve business decision making



You will discover how to apply innovative strategies with Salesforce, driving the growth of any business with data-based decisions. A brighter future starts at TECH!"

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.



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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.

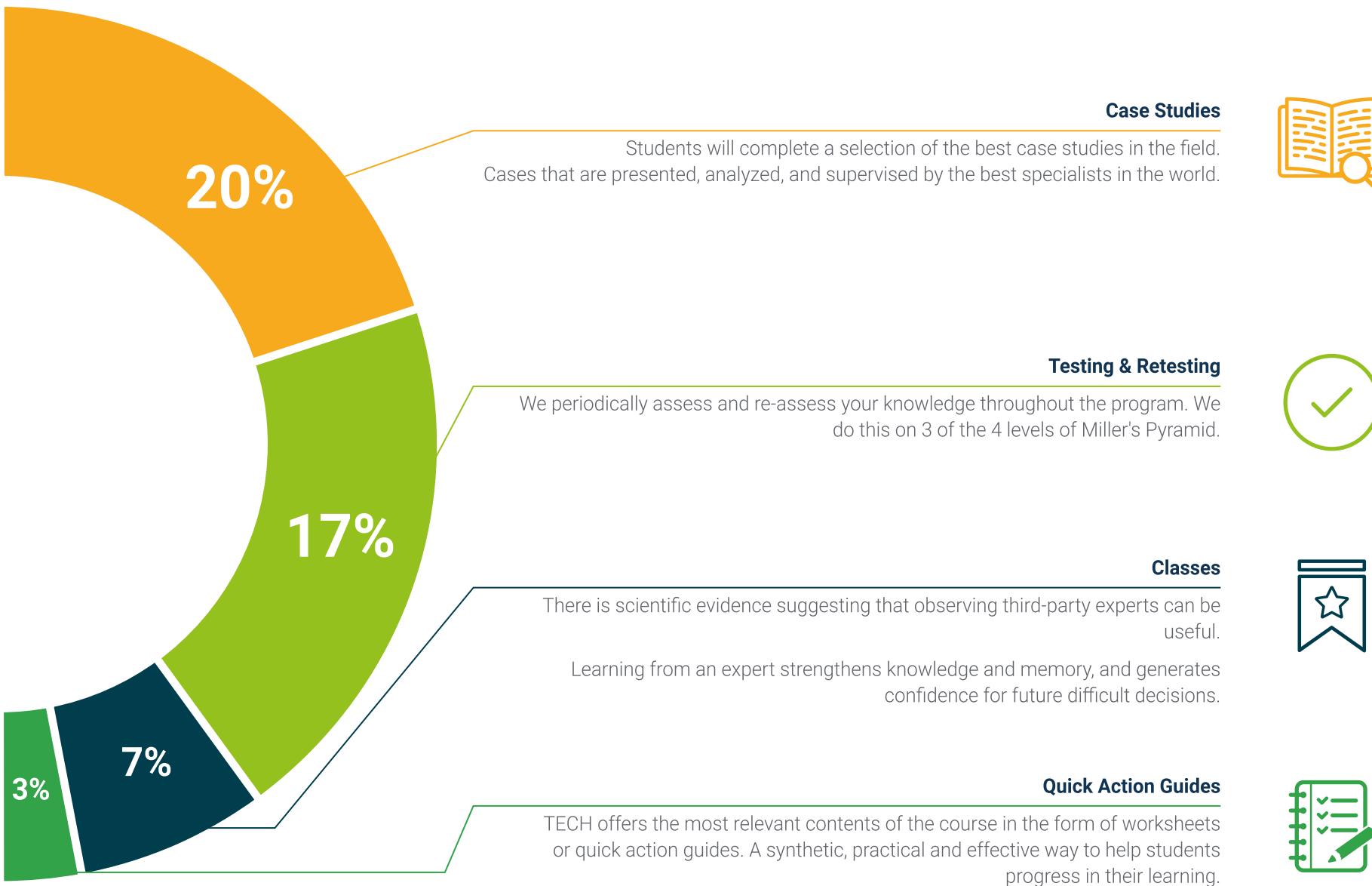
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





07

Teaching Staff

The teaching staff on this academic itinerary is made up of prestigious professionals with extensive experience in the implementation of advanced solutions in Salesforce. In fact, these specialists combine their experience in strategic consulting, marketing automation and data management. In turn, these mentors have worked in leading companies, applying Salesforce tools to optimize campaigns, improve customer relations and enhance data-based decision making. All of this will guarantee comprehensive education in line with the demands of the sector.



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Thanks to the excellence and extensive background of the teaching staff, this program represents a unique opportunity to acquire skills that are in high demand on the market”

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



Professors

Ms. Durán Olazábal, Sofía

- ♦ Digital Marketing Specialist at The Valley Digital Business School
- ♦ Digital Business Specialist at the Digital Innovation Centre
- ♦ Degree in Communication from IE University

Ms. Higuera del Río, Eulalia

- ♦ Master's Degree in Marketing Automation Salesforce Marketing Cloud from Jakala
- ♦ Graduate in Business Administration and Management from the University of Castilla
- ♦ Specialist in Digital Marketing and E-commerce from ThePower Business School

08 Certificate

This Postgraduate Diploma in Marketing Consultant and Data Analysis 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.



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

This private qualification will allow you to obtain a diploma for the **Postgraduate Diploma in Marketing Consultant and Data Analysis 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.

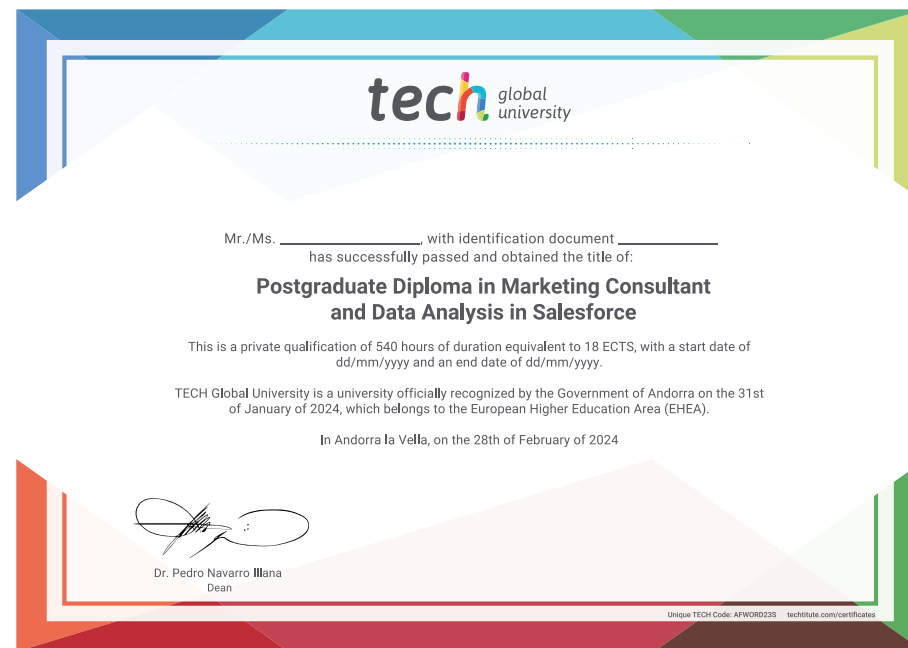
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Marketing Consultant and Data Analysis in Salesforce**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**





Postgraduate Diploma Marketing Consultant and Data Analysis in Salesforce

- » Modality: online
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- » Schedule: at your own pace
- » Exams: online

Postgraduate Diploma

Marketing Consultant and Data Analysis in Salesforce

