

## FIU's College of Business Administration Offers Innovative, Online Customer Relationship M

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The College of Business Administration at Florida International University

announced today that it will offer its first-of-a-kind customer relationship management (CRM) certification program beginning on March 17, 2008. This program is designed for medium-sized businesses (SMBs), technology consultants and IT professionals in any industry to design a highly effective CRM strategy and implement it as soon as possible.

Our certificate program addresses statistics that show about a 60% failure rate for corporate CRM initiatives, said Dr. Nancy Rauseo, a CRM specialist in the Marketing Department, and lead instructor for the program. Far too many businesses jump into adopting CRM technology without a sound customer relationship strategy.

Rauseo added that, Once the technology is in place, adoption at most organizations tends to be slow and acceptance by users is low, resulting in lost productivity.

The college's seven-module, online CRM certification program provides working professionals with proven, hands-on, practical tools and methods that can be implemented immediately.

The program, which is designed for busy, ambitious business executives ready to develop and deploy a CRM plan tailored to managing their business, will run for fourteen weeks. Modules are designed to be taken sequentially, with each module requiring about eight to ten hours to complete.

Throughout the program, participants will have ongoing interaction with CRM and marketing faculty as well as with experts in the field, Rauseo said. The program also includes the services of CRM consultants.

Rauseo added that participants also will have the opportunity to interact with each other online via message boards and real-time chat rooms in which they can share experiences and advice.

After completing the program, participants will receive a certificate from the College of Business Administration certifying their expertise in CRM best practices.

This program is both academically sound and highly practical, said Dr. Walfried Lassar, chair, Department of Marketing. Participants can put what they learn to work immediately.

To learn more about the program, view objectives and content of its learning modules, and access Dr. Rauseo's bio, visit <http://business.fiu.edu/epe/>

About the College of Business Administration at Florida International University

Florida International University's College of Business

Administration, South Florida's leading business school with unique expertise in international business, entrepreneurship, and a range of financial services. It is one of the largest of the university's professional schools. It also is known for its innovative, market-driven, and technology-enabled educational programs for business professionals in South Florida and beyond. Every year, approximately 6,000 students are enrolled in undergraduate business courses in the college's programs, and more than 1,100 graduate students study in its Chapman Graduate School of Business. Another 1,000 participate annually in one or more of its professional certificate programs.

The college, one of only 15% of elite business schools world wide accredited by the AACSB International The Association to Advance Collegiate Schools of Business International, has a strong reputation in international business education at both the undergraduate and graduate levels.

For more information about the college, visit <http://business.fiu.edu> or e-mail Sally M. Gallion, [sally.gallion@business.fiu.edu](mailto:sally.gallion@business.fiu.edu).