

FIU Now Offers CRM Certification.

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Latest News 'Our certificate program addresses statistics that show about a 60% failure rate for corporate CRM initiatives,' said Dr. Nancy Rauseo, a Administration's Marketing Department, and lead instructor for the program. 'Far too many businesses jump into adopting CRM technology without a 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 los certification program provides working professionals with 'proven, hands-on, practical tools and methods' that enable them to 'hit the ground running,' busy, ambitious business executives ready to develop and deploy a CRM plan tailored to managing their businesses' and customers' needs, can be designed to be taken sequentially, with each module requiring about eight to ten hours to complete. 'Throughout the program, participants will have o well as with experts in the field,' Rauseo said. 'The faculty will serve as facilitators and CRM consultants.' Rauseo added that participants also will ha message boards and real-time chat rooms in which they can share best practices and challenges.

After completing the program, participants will receive a certificate from the College of Business Administration certifying their expertise in CRM 'best and highly practical,' said Dr. Walfried Lassar, chair, Department of Marketing. 'Participants can put what they're learning to use immediately.' To lear of its learning modules, and access Dr. Rauseo's bio, visit <http://business.fiu.edu/epe/crmo.cfm>

About the College of Business Administration at Florida International University Florida International University's College of Business Administration, expertise in international business, entrepreneurship, and a range of financial services -- from accounting to banking to real estate -- is the largest of for its innovative, market-driven, and technology-enabled educational programs for both degree- and non-degree-seeking business professionals in \$ 6,000 students are enrolled in undergraduate business courses in the college's Landon Undergraduate School of Business and more than 1,100 grad of Business. Another 1,000 participate annually in one or more of its professional and executive education programs.

The college, one of only 15% of elite business schools world wide accredited by the AACSB International -- The Association to Advance Collegiate S reputation in international business education at both the undergraduate and graduate levels. 2008 Business Wire. All rights reserved. 2008 CRM Da insatiable appetite by U.S. consumers for privacy-related news keeps data breaches here on many people's radar. But recent incidents in the U.K. ar Microsoft issued 11 security bulletins on Patch Tuesday covering a total of 17 vulnerabilities, 10 of them critical, for Windows, Internet Explorer, Micr analysis finds that computer vulnerabilities decreased last year for perhaps the first time, though the researchers caution that there has been no impr As economic indicators continue to suggest trouble for the U.S. economy, Hewlett-Packard reported that its first-quarter net revenue increased 13 pe Blu-ray technology is emerging as the likely winner in the format battle for the next generation of DVD players after Toshiba Corp. appeared to be on your laptop in for repairs to a well-known big box store only to discover its tech contractor lost the machine, lied, faked documentation and finally offe Enterprise Spotlight Sprint has rolled out the Samsung Ace -- a dual-mode smartphone capable of switching seamlessly between Sprint's networks ir overseas. Struggling mobile-device maker Palm has released a version of its popular Centro for AT&T, the first Palm OS-based product for AT&T's 7 important to Palm. Sometimes the most interesting technologies at the annual Mobile World Congress in Barcelona are tucked away in the corners o wares.