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 medium-sized businesses (SMBs), technology consultants and IT professionals in any industry to design a highly effective CRM strategy and implement possible time. "Our certificate program addresses statistics that show about a 60% failure rate for corporate CRM initiatives," said Dr. Nancy Rauseo, 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 lost 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 have message boards and real-time chat rooms in which they can share best practices and challenges. After completing the program, participants will rec Administration certifying their expertise in CRM 'best practices.' "This program is both academically sound and highly practical," said Dr. Walfried Las put what they're learning to use immediately." To learn more about the program, view objectives and content of its learning modules, and access Dr. I 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 gra 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 AACSB International -- The Association to Advance Collegiate Schools of Business -- enjoys a national and global reputation in international busines levels. For more information about the college, visit http://business.fiu.edu or e-mail Sally M. Gallion, sally.gallion@business.fiu.edu.