

## 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 to help small and medium-sized businesses (SMBs), technology consultants and IT professionals in any industry to design a highly effective CRM strategy and implement it as quickly as possible. 'Our certificate program addresses statistics that show about a 60% failure rate for corporate CRM initiatives,' said Dr. Nancy Raueo, Director of the College of Business Administration's Marketing Department, and lead instructor for the program. 'Far too many businesses jump into adopting CRM technology without a solid strategy,' Raueo 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. Our certification program provides working professionals with 'proven, hands-on, practical tools and methods' that enable them to 'hit the ground running,' and help 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 access to expert advice as well as with experts in the field,' Raueo said. 'The faculty will serve as facilitators and CRM consultants.' Raueo added that participants also will have access to 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 practices.' 'This program is both academically sound and highly practical,' said Dr. Walfried Lassmann, Director of the College of Business Administration. 'To learn more about the program, view objectives and content of its learning modules, and access Dr. Raueo's presentation. 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 its kind in the state. The college is known for its innovative, market-driven, and technology-enabled educational programs for both degree- and non-degree-seeking business professionals in 15 countries. More than 6,000 students are enrolled in undergraduate business courses in the college's Landon Undergraduate School of Business and more than 1,100 graduate students are enrolled in the college's School 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 business education. 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).