

Getting Schooled on Sexy



Loveology University makes online learning a little more up close and personal

By Lauren Sierra

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Skipping class has never been *less* tempting. At Loveology University, the hottest new online learning center, students major in sex education and become certified "Sexperts" in all matters related to physical pleasure.

Founded by renowned love coach Dr. Ava Cadell, Loveology University has become an online leader in educating the public about sex.

"Enrollment at the school includes a lifetime membership to Loveology University," Cadell says. "When you sign-up, you become part of our family."

Juicy course offerings such as Aphrodisiacs, Foot Fetish, and even Group Sex are part of a comprehensive study that examines everything there is to know about passion. [Loveology's website](#) features a familiar layout just like other universities, offering tabs for a class schedule, bookstore, library and a student center.

"I created Loveology University as a platform for all of my knowledge achieved over the last 15 years," Cadell tells *AVN Novelty Business*. "Growing up in a repressed environment and being raised by strict nuns, I became a rebellious Catholic girl. As soon as I grew up, I wanted to find out everything there was to know about love and relationships."

Cadell travels the world to share her knowledge with corporate clients that include several Fortune 500 companies. Her public speaking engagements now command an impressive five-figure day rate. She's certainly worth it; she has written seven books on the subject of love, and appears regularly on television shows such as "Montel," "Anderson Cooper" and "Good Morning America."

Her speaking engagements have placed her not only in front of America's top executives, but also religious groups, medial institutes and colleges in the U.S., Canada, Europe, Africa and Asia.

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Cadell holds a doctorate in human behavior from Newport University in California and earned her doctorate of education in human sexuality from the Institute for Advanced Study of Human Sexuality in San Francisco.

In addition to Loveology university, where she has taken on the role of mentor to push motivated students in their quest to become certified loveologists, she also maintains a private practice in Los Angeles, where she counsels people on personal issues ranging from anger management to fear of intimacy to lack of communication to lack of desire.

Despite her accomplished resume, however, Cadell claims that her most qualifying credential is her own success in love. "I've been happily married for 21 years, and that means a lot these days," she says.

Cadell emphasizes that Loveology University is "perfect for people of any and all orientations." Students come from many backgrounds, including massage therapists, retailers, and party consultants, to name a few. The classes at Loveology are perfect for industry professionals wanting to brush up and expand their existing knowledge base, as well as non-industry folk who want to improve their own interpersonal relationships.

According to the website, Loveology University's mission is "to share positive and accurate information with respect to love, relationships, intimacy, and sexuality to empower individuals and enrich relationships."

The university is considered a leading interactive resource for online training in various aspects of love, intimacy, sex, and relationships. There are courses on everything from Communication and Kissing and Intimacy to Foreplay, Tantric Sex and Sexual Taboos.

Loveology University's certification program allows students to pursue a career as a Love Coach, whereby they educate and take an interactive role in helping individuals and couples work on issues. (They do not, however, offer medical or therapeutic advice.)

Under the university's Master Sexpert program, which is less intensive than the Love Coach program, students learn how to conduct seminars and workshops on certified courses.

Many of the courses at Loveology University offer credits for therapists, counselors and nurses whose careers require annual continuing education coursework.

Loveology University boasts a diverse faculty that brings several unique backgrounds to the learning table, ranging from a marriage counselor to a wedding dance choreographer. The university also has a full staff of love coaches, all previous graduates of Loveology. Coaches are always available on-call, offering phone sessions to discuss every aspect of the school's teachings.

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Recently, Cadell has been mentoring Shelly Barnum, a love coach who specializes in teen and young adult love. Since being taken under Cadell's wing, Barnum has frequently accompanied Cadell on lectures and television appearances.

"She's young and amazing," Cadell says of Barnum. "In five years, just watch: She'll be the biggest name in this industry."

Loveology's curriculum is designed specifically by Cadell to answer every question a student might have ever wondered about sex. "It's a wish list of all the courses I have ever wanted," she says. The university offers a Certification in Loveology, which is an intense and well-rounded study that Cadell claims "educates in the cultural and religious influences on love and sex, in addition to the physical." For those out there who want to strictly focus on the physical, there is the Master Sexpert program, which Cadell says is "a lot of great sex education."

There are no fluff courses at Loveology. Each class features detailed eBooks and study guides that cover just about every detail there is to know about sex. Signing up for Anal Pleasure means a student will be memorizing content from 32 unique chapters that include Zoning, Spanking and Douching. Students must be prepared to pass final exams in these subjects, or graduation won't be an option. "Becoming completely certified takes about a year, less or more depending on a student's time availability and dedication to the material," Cadell explains.

Cadell designed her courses to examine sexuality and its benefits from all angles. Sex and romance, she says, are helpful and applicable to many areas of life. "Our mission is to show that sex, and especially pornography, has great therapeutic value, not just entertainment value."

Like other universities, Loveology requires tuition payments for its certification programs, but the school also has extension "a la carte" style courses available for students who want to taste the offerings. Cadell's philosophy is to present her teachings to as many people as possible. "We offer classes for every budget," she says. "Our eBooks start at just \$9.95. Everyone should be able to have access to this education." Scholarships also are available to students who have demonstrated a previous aptitude and interest in the material.

Recently, Loveology added a brand new course to the program. For \$299.95, students in the Certified Romantic class will learn everything there is to know about romance, including flirting, dating, kissing, sexual tension and foreplay. The class will become a permanent addition to the Loveology's curriculum.

For more information go to: <http://loveologyuniversity.com/>