CRUISE LINES INTERNATIONAL ASSOCIATION

UNIVERSITY LICENSING PROGRAM

CLIA®

AIDA
AmaWaterways™
American Cruise Lines®
Atlas Ocean Voyages
Avalon Waterways®
Azamara®
Carnival®
Celebrity Cruises®
Celestyal Cruises
Costa
Crystal® Cruises
Cunard®
Disney Cruise Line
Emerald Waterways
Holland America Line®
MSC Cruises
NCL Norwegian Cruise Line®
Oceania Cruises®
Pearl Seas Cruises™
Ponant Yacht Cruises & Expeditions
Princess Cruises
Regent Seven Seas Cruises®
Riviera River Cruises
Royal Caribbean International
Scenic®
Seabourn®
SeaDream Yacht Club®
Silversea®
TUI Cruises
Uniworld® Boutique River Cruise Collection®
Virgin Voyages
Windstar® Cruises

ABOUT CLIA

50+

Cruise Line Members

350+

Executive Partner Members

13,000

Travel Agency Members Worldwide

50,000

Individual Agent Members Worldwide

Serving Nearly

30M

Passengers Worldwide

As the world's largest cruise industry trade association, Cruise Lines International Association (CLIA) provides a unified voice and leading authority of the global cruise community.

CLIA members include 50+ cruise lines, 350+ key suppliers and partners to the cruise lines, as well as 13,000 Global Travel Agency and 50,000 Travel Agent Members, including the largest agencies, hosts, franchises and consortia in the world.

CLIA's professional development and training programs, rated the best in the industry, leverage a wealth of expert knowledge and partnerships to deliver valuable education to travel agents and other industry professionals.

CLIA'S ENTRY-LEVEL CERTIFICATION CURRICULUM

The University Licensing Program is derived from CLIA's **Certified Cruise Counsellor (CCC) Certification**, developed to provide agents who are new to the cruise-selling industry with foundational training and education to develop the knowledge-base and skills necessary to increase their sales and ensure their success.

The Certified Cruise Counsellor Certification requires the successful completion of specific foundational courses, along with other criteria specific to the cruise selling business.

Students enrolled through CLIA's University Licensing Program are not expected to meet the certification requirements specific to stateroom sales and ship inspections, however, should the student decide to pursue a career as a travel agent (and become an active CLIA Individual Agent Member with an active CLIA Agency Member), then that student would simply need to complete the remaining certification requirements to receive their CCC. And, because the student will have been a graduate of the University Licensing Program, CLIA will waive the student's certification enrollment fee (presently valued at $59).

Enrollment into this certification program and the purchase of the mandatory and elective courses costs a CLIA Individual Agent Member $410 – so your students not only receive the same industry-touted "gold standard" training as our CLIA members, they also receive a significant savings.

UNIVERSITY LICENSING CORE COURSES

The core courses for this program are derived from the courses required to complete CLIA's Certified Cruise Counsellor (CCC) certification. These courses are updated annually. To see which courses your students will complete this year, please visit our CCC certification page and review the mandatory training.

UNIVERSITY LICENSING PROGRAM (ULP) ELECTIVES

$99 PER STUDENT

Now you can select **three CLIA online courses for your students as electives** in addition to the eight CCC courses. The cost is $99.00 per student. These can be added in conjunction with the eight CCC courses or as a standalone set of courses. Our product catalog is available at cruising.org/product-catalog-page.

CLIA STATE OF THE CRUISE INDUSTRY COURSE

COMPLIMENTARY

This complimentary course is updated each year with the latest cruise industry trends, facts and latest news from the cruise industry. This can also be offered in conjunction with the CCC courses, ULP electives or as a standalone course.

CLIA CERTIFICATE PROGRAMS

$99 PER CERTIFICATE, PER STUDENT

CLIA offers multiple certificate programs. These programs offer students a deeper look at the different niche markets. The programs are delivered live (virtually) with a limited number available online. Visit our certificate program web page at cruising.org/certificate-programs to learn more.

LIVE TRAINING AT YOUR CAMPUS

$5,000 TRAINER FEE AND TRAVEL, PLUS $99 PER STUDENT

For a minimum of 50 students, a CLIA trainer will visit your campus and conduct training for n more than two days. This can include a certificate program and/or three ULP electives. The cost per student would be $99.00 for the Certificate Program and/or $99.00 for the ULP electives. Subject to availability. Training cost is a $5,000 trainer fee and travel costs (airfare and hotel room and tax) for the trainer.

ALL-INCLUSIVE LICENSING FEES FOR THE CCC PROGRAM

$2,000

1 – 50 STUDENTS

$2,750

51 – 100 STUDENTS

$3,500

101 – 200 STUDENTS

$4,500

200+ STUDENTS

READY TO GET STARTED?

HERE'S THE PROCESS FOR ESTABLISHING THE UNIVERSITY LICENSING PROGRAM AT YOUR COLLEGE OR UNIVERSITY:

1. Submit your college or university's written request to participate in the program and provide student count for the program year.

2. CLIA will invoice the school or designated school contact.

3. Once payment has been confirmed, CLIA will reach out to College or University with instructions for the students to set up their MyCLIA accounts.

4. Once students have set up their accounts, the eight (8) courses will be added to each student's account.

5. The student has six (6) months from the date of enrollment to complete the courses.

6. CLIA professional development staff will provide regular reports to help you keep track of your students' progress.

FOR MORE INFORMATION ON CLIA'S UNIVERSITY LICENSING PROGRAM, PLEASE CONTACT:

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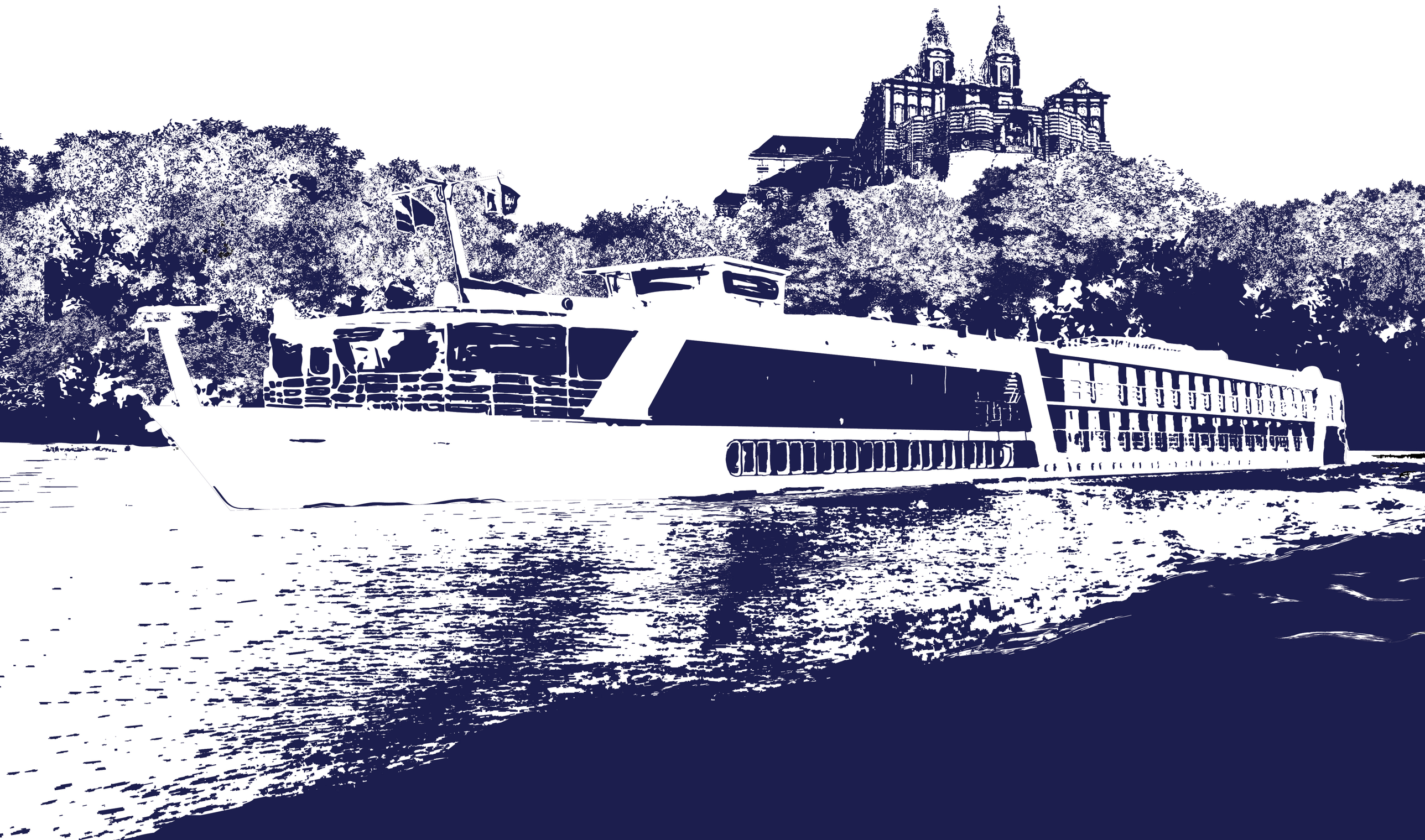
PROFESSIONAL DEVELOPMENT | CLIA®



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CRUISING.ORG