

Associate of Applied Science- Cannabis and Plant Based Wellness Operations

The Cannabis Operations component focuses on all frontline aspects and workforce needs of the rapidly expanding cannabis retail industry. Students gain an understanding of cannabis regulations and advanced dispensary retail while learning to interact with and lawfully instruct others about cannabis and related product use. Students also gain a strong foundational knowledge of the cannabis business environment and regulatory components of day-to-day operations including processes for establishing compliant protocols and practices for remaining compliant.

Plant-Based Wellness focuses on the development of skills needed for careers in the quickly growing plant-based wellness industry including retail and frontline services. Students develop the competencies needed to interact with and lawfully instruct others about plant-based wellness and how plants and plant-based products can impact systems in the human body. Historical elements of integrating plants into wellness, the foundational knowledge needed to pursue plant-based wellness careers, and regulatory compliance and established practices for remaining compliant are emphasized.

Additional Considerations

This degree is 100% online with accelerated courses that is able to be completed in 2 years. Due to the degree being fully online it is part of the global campus.

Course Work

This degree includes the following courses as part of the program requirements, and specific major requirements along with general education courses and graduation requirements.

General Education Courses (16 cr.)

Technical Concentration (32 cr.)

- CO111 Cannabis Fundamentals (4 cr.)
- CO121 Cannabis: Uses and Effects (2 cr.)
- CO131 Dispensary Operations (2 cr.)
- CO211 Federal Dispensary Regulations (2 cr.)
- LDR200 Ethical Leadership in the Workplace (4 cr.)
- PBW101 Applied Natural Wellness Retail (4 cr.)
- PBW111 Fundamentals of Natural Wellness (4 cr.)
- PBW121 Wellness Plants: Uses and Effects (4 cr.)
- PBW131 Plant Wellness Customer Service (4 cr.)
- PBW289 Graduation Assessment for Cannabis and Plant-Based Wellness Operations (0 cr.)

Electives (12 cr.)

Recommended Elective Courses

- MGT121 Introduction to Business (4 cr.); or
- MKT230 Introduction to Marketing (4 cr.)
- GC101 Introduction to Environmental Science (4 cr.)
- LPM101 Principles of Asset Protection (4 cr.)
- LPM290 Retail Accounting and Inventory Control (4 cr.)

This program requires a "C" or higher in the Technical Concentration.

Career Development

You should begin the resume-building process as soon as you can. The Academic and Career Advice Center can assist you with career planning, while Career Services will help you fine tune your resume and look for jobs related to your field. In the meantime, the more hands-on experience you have, the better the chances are that you will find a job or undergraduate research. Becoming involved in a professional related internship is a way to develop your professional skills and gain experience. Your academic course work is important as well, so be sure to maintain a high grade point average.

Skills and Competencies

Cannabis Operations is designed to provide students with extensive knowledge of cannabis fundamentals, as well as its uses and effects. You'll gain an understanding of cannabis regulations and advanced dispensary retail while learning to lawfully instruct others about cannabis and related product use.

Plant-Based Wellness focuses on best practices for customer service, legally compliant communication, and historical elements of integrating plants into wellness. Additionally, you'll become confident in regulatory compliance and remaining compliant in retail and frontline settings.

Job Outlook

Careers in Cannabis and Plant-Based Wellness Operations are expected to grow as fast as average. Due to the very diverse collection of professions, salary can range quite a bit.

Potential Careers

Cannabis and Plant-Based Operations Program prepares students for employment in the following areas:

- Dispensary Manager
- Extraction Technician
- Operations Manager
- Dispensary Owner
- Clinical Practice (Plant-Based Wellness)
- Research
- Nutrition Education
- Educator

Additional Resources and Information

For Career Planning and Opportunities:
Academic & Career Advisement Center
3302.1 C.B. Hedgcock
906-227-2971
www.nmu.edu/acac

Technology and Occupational Sciences
101 D. J. Jacobetti Complex
906-227-2190
www.nmu.edu/tos
tos@nmu.edu

For Job Search, Resume and Career Information:
Career Services
3302.3 C.B. Hedgcock
906-227-2800
www.nmu.edu/careers

For Information about NMU Student Organizations Associated with this Major Contact:
Center for Student Enrichment
1206 University Center
906-227-2439
www.nmu.edu/cse

Internet Resource Links:
www.careers.org
www.bls.gov

For more information visit:
www.nmu.edu/bulletin/cannabis-and-plant-based-wellness-operations



**NORTHERN MICHIGAN
UNIVERSITY**

MARQUETTE, MICHIGAN

The Academic & Career Advisement Center
2022



What to do with
a major in...

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Cannabis and Plant-Based Operations

