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# How To Become A Cannabis Expert

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**Cannabis Training University**

WORLD LEADER IN CANNABIS CAREER EDUCATION



# How To Become A Cannabis Expert

Do you want to learn everything there is to know about the cannabis industry? Are you ready to take your cannabis business to the next level? If that's the case, the Master of Cannabis Certification Program is exactly what you need!

The emerging cannabis industry is changing rapidly. With so much going on, it can be hard to keep up! This can cause at least a few gaps in your cannabis knowledge. No worries, though—Cannabis Training University is here to help!

What you need is a world-class certification program that will give you extensive, curated training in all aspects of the cannabis industry. Cannabis Training University's Master of Cannabis Certification Program is exactly that! You'll earn all eight of CTU's cannabis certifications, with advanced training in:

- Cannabis plants and strains
- Cannabinoids, terpenes, and entourage effects
- Popular cannabis-infused products
- Medical cannabis programs in the U.S. and Canada
- The endocannabinoid system
- The pros and cons of different cannabis consumption methods
- Cannabis dosing and titration
- How to help patients choose the right product
- Interactions between cannabis and other drugs
- Building out indoor and outdoor cannabis cultivation space
- Cannabis breeding, cloning, and germination
- Choosing lights, equipment, media, nutrients, and irrigation system
- Training, pruning, and caring for cannabis plants
- Maximizing flower production
- Troubleshooting garden issues like pests, diseases, and nutrient disorders
- Harvesting, trimming, curing, and storing cannabis
- The scientific principles behind cannabis extraction
- Creating cannabis-infused products
- Pros and cons of popular extraction methods
- Making and using tinctures, edibles, and concentrates
- Straining, filtering, and purging infusions and extracts
- Estimating potency and calculating doses
- Edible, beverage, and topical recipes



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- Cannabis industry work permit requirements in the U.S. and Canada
- Details about dozens of cannabis industry jobs
- Cannabis industry challenges, including networking and employee acquisition
- Cannabis business licensing in the U.S. and Canada
- Cannabis business plans and pitch decks
- Cannabis marketing and advertising
- Setup and operation of cultivation, extraction, manufacturing, dispensary, and ancillary cannabis businesses
- Cannabis laws and regulations in the U.S., Canada, and around the world
- And more!

Enroll today and get ready to take on the world tomorrow!

## Ron's Story

When Oklahoma voters legalized medical cannabis in 2018, Ron was quick to jump on the cannabis bandwagon. As a successful businessman for the past 40 years, Ron knew a good opportunity when he saw it. So, he started a vertically integrated cannabis company.

Although Ron had never smoked cannabis, he knew that he didn't need to be a consumer to run a successful business. After all, he owned a successful chain of laser hair removal studios, and he'd never used their services! Ron connected with a successful black-market grower and set up shop.



It was a disaster! Although they started the grow just a few months after the law was passed, they didn't have a full harvest until six months later! To make things worse, several of Ron's competitors had already brought their products to market.

Ron was also having trouble with his cannabis extraction division. His new Extraction Technician insisted that they needed multiple types of extraction equipment, which would cost several hundred thousand dollars. Ron was near the end of his patience—and his budget! He'd already invested everything he had, and the company still hadn't produced a single product. Was it worth investing even more?



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Ron turned to CTU for help. He enrolled in CTU's Master of Cannabis Certification Program to learn everything he needed to make his business successful.

## Challenge #1: Fix The Cultivation Issues

The first thing Ron needed to do was solve the problems with his company's cannabis crops. Why did the plants look so unhealthy? And why was it taking so long? Ron found the answers in CTU's cultivation classes: Fundamentals of Cannabis Cultivation and How To Grow Cannabis.

The Cannabis Garden Troubleshooting lesson helped him troubleshoot why his plants looked unhealthy.

Although his Lead Grower said that the problem was a lighting issue (and wanted to spend \$20,000 to raise the lights in the grow room) Ron figured out that the problem was really caused by nutrient burn. The Lead Grower had been overusing nutrients in an attempt to speed up the harvest. Once they reduced the ppm and flushed the plants, they started thriving again.


Ron's second challenge was the lack of a harvest. Ron decided to temporarily switch to the Sea of Green (SOG) method to build his inventory. With the SOG method, he had new product on the shelves in just a few months!

### Lesson 4: Cannabis Garden Troubleshooting

93% COMPLETE

- 1. Pests ✓
- 1.1 Spider Mites ✓
- 1.2 Aphids ✓
- 1.3 Whiteflies ✓
- 1.4 Fungus Gnats ✓
- 1.5 Mealybugs ✓

#### 4.2 Nutrient Or Heat Burn



Burns on your plants can be caused by chemicals or heat. Plants suffer from chemical burns when their roots take in more nutrients than they can use. Heat burns are caused by the lights being too close to the plants. In either case, the result is yellow or brown burns along the leaf tips. The

### Lesson 2: Vegetative And Flowering Stages Of Cannabis

83% COMPLETE

- 1. Vegetative Stage ✓
- 2. Vegetative Stage: Pruning ✓
- 3. Vegetative Stage: Training ✓
- 4. Vegetative Stage: Transplanting Larger Plants ✓
- 5. Vegetative Stage: The Rhizosphere ✓

#### 10.4 Sea Of Green Method

With the Sea of Green (SOG) method, growers force young cannabis plants into the flowering stage after spending only two weeks in the vegetative stage. This allows growers to harvest the plants several weeks earlier than with traditional methods. The SOG method is often used in conjunction with the SCROG method, which is discussed in Section 3. Vegetative Stage: Training.

The SOG method is useful if you have restricted space and several plants that you'd like to grow at the same time. More small plants fit under one light than large plants, so the light is used more efficiently.

Clones flourish in the SOG method. Cuttings can be taken from the vegetative plants, resulting in a self-perpetuating system. Because indica-dominant strains grow dense and have fewer side branches (apical dominance), they are usually chosen for growing in the SOG style.

When completed, SOG plants are short in stature (8" to 24" tall), almost identical in appearance, and tightly packed together. Even though the plants



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## Challenge #2: Understand The Medical Market

Ron didn't believe in medical cannabis. He was convinced that "medical" claims were just a way to give people a politically correct reason to use cannabis recreationally.

When Ron took the Cannabis As Medicine class, he was shocked to discover the amount of research that had been done to validate the medical properties of cannabis. And when he toured medical dispensaries in his area, he realized that Oklahoma patients really had true medical needs. Instead of seeing the college-age addicts he'd expected, he saw that most of the patients were retired people and veterans who had obvious health issues.

Clearly, he needed to change his product line to meet the needs of his customers.

## Challenge #3: Streamline The Product Offerings

Ron had initially set up the product offerings for his business based on his study of the recreational cannabis market in Colorado. Now that he understood the medical market better, he realized that he needed to change his offerings to serve the medical market.

In the Cannabis Basics and Cannabis As Medicine classes, Ron learned that no medical cannabis business was complete without high-CBD products. He

**Lesson 4: Conditions Treated By Cannabis**  
75% COMPLETE

- 1. Overview
- 2. Symptoms Relieved By Cannabis
- 3. Medical Conditions Treated With Cannabis
- 4. Arthritis
- 5. Neurodegenerative Diseases

**7.1 Types Of Cancer That Cannabis Can Treat**

So far, studies show that these types of cancers are affected by cannabinoid treatment:

- Breast carcinoma
- Prostate carcinoma

**Lesson 3: Cannabis Products**  
33% COMPLETE

- 1. Reading Cannabis Product Labels
- 2. Cannabis Flowers
- 3. Cannabis Concentrates
- 4. Cannabis-Infused Edibles
- 5. Cannabis-Infused Topicals And Transdermals
- 6. Other Cannabis Products

**7.1 Types Of Cannabis Products**

- CBD-Dominant Products** (2:1 and 3:1 ratios) contain more CBD than THC. They are recommended for daytime use and have minimal psychoactive effects. CBD products sold in dispensaries often contain more than 0.3 percent THC—the maximum percentage of THC that the US federal government allows for a product to be classified as "hemp" rather than "cannabis." In this video, a budtender explains CBD-dominant strains and products to a new consumer.
- Hemp CBD Products** (25:1 and 1:0 ratios) are usually made from hemp plants that contain only trace amounts of THC. These products have



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also learned that several components of cannabis, such as terpenes and less-well-known cannabinoids, contribute to its effects. That was much different from the high-THC focus he started out with.

Ron told his Lead Grower to add some high-CBD strains to the cultivation plan. He also told him to look into techniques like micropropagation that could standardize the cannabinoid profiles in the products he offered for a better medical experience.

**Lesson 1: Cannabis Clones And Seedlings**  
71% COMPLETE

- Introduction
- 1. Caring for Young Plants
- 2. Starting Plants from Clones**
- 3. Starting Plants from Seeds
- 4. Breeding Cannabis Plants

### 2.4 Tissue Culture and Micropropagation

The future of cloning is in tissue culture and micropropagation. Most commercial grow operations are moving toward these methods to create thousands of identical plants in a short period of time. Since these methods are conducted in an aseptic environment that's free of contaminants (a "clean room"), the resulting clones are much more likely to be healthy and free of disease.

To take a tissue culture, a small amount of tissue from the growing tips of an existing plant is placed in a sterile test tube that contains hormones and nutrients. The tissue develops into a plantlet with no roots. Micropropagation is then used to divide the plantlet into multiple pieces. Each piece is placed in a sterile test tube, creating a limitless supply of genetically standardized clones.

## Challenge #4: Choose Extraction Equipment

Ron still wasn't sure what type of extraction equipment to buy. There were so many different processes that it was difficult to sort out what would best serve his company's needs.

In the Cannabis Cooking and Extraction Methods class, Ron learned that a commercial rosin press could create extracts that were every bit as good as those created with more expensive CO2 equipment. He verified that rosin could be further refined to create a wide variety of products—from vape to shatter to edibles.

**Lesson 3: Cannabis Infusion And Extraction**  
57% COMPLETE

- 1. Estimating Potency
- 2. Oil Infusions
- 3. Tinctures
- 4. Solventless Extraction**
- 5. Hydrocarbon Extraction
- 6. CO2 Extraction

### Yield

In this video, Master Extractor Eric talks about cannabinoid and terpene yields with rosin. The yield is usually:

- 10 to 30% for flower
- 30 to 60% for kief
- 30 to 70% for bubble hash

Now, this unit can go through over four pounds of flower

Better yet, rosin was created using a solvent-free process. He now knew that avoiding solvents was much healthier for the medical customers he was catering to. Ron bought a rosin press, hired a new Extraction Manager with help of what he learned in the Cannabis Careers class, and never looked back!



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## Challenge #5: Open A Dispensary

Now that the production end was under control, Ron was ready to set up his dispensary. Ron had been successful with retail stores in the past, but he wanted to understand the special challenges of running a cannabis dispensary before he finalized his plan.

The Cannabis Business class introduced topics that he hadn't considered. For example, with conventional retail setup, Ron focused on maximizing customers' interaction with the merchandise. With cannabis, security needs and government regulations changed the way that could be done.

Ron finally decided to go with a cafeteria-style loop floor plan. Not only would this increase customer interaction with the products—it also allowed him to place a knowledgeable budtender at each station to improve the customer experience.

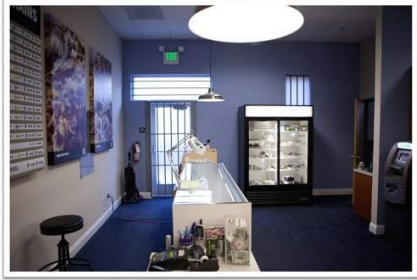
The Cannabis Careers class helped, too! Ron used the information in the Cannabis Dispensary and Budtender Careers class to hire and train the perfect budtenders for his dispensary.

**Lesson 5: Cannabis Dispensary Businesses**

100% COMPLETE

- 1. Introduction ✔
- 2. Legal Considerations ✔
- 3. Dispensary Business Basics ✔
- 4. Choosing a Location ✔
- 5. Store Setup ✔
- 6. Quality and Customer Service ✔

### 5.1 Sales Floor Layout



When planning your sales floor layout, consider the size and shape of the space, the types of products you will sell, and the customers you want to attract. Some layouts are geared towards high volume sales. Other layouts are geared to a personalized shopping experience. There are countless options when it comes to a store layout. Some basic layout styles include:


**Lesson 5: Cannabis Dispensary And Budtender Careers**

0% COMPLETE

- 1. Business Overview ○
- 2. Roles And Responsibilities ○
- 3. Education And Experience ○
- 4. Compensation And Advancement ○
- 5. Skills ○

Manager	Manages budtenders, security, and assistant managers. Creates schedules and resolves customer issues. Responsible for POS and tracking, and can resolve inventory issues. Reports to the dispensary owner. Must have excellent customer service skills, math, and computer skills.
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This video describes the duties of a budtender. These tasks are also performed by dispensary managers and assistant managers in addition to their management duties.

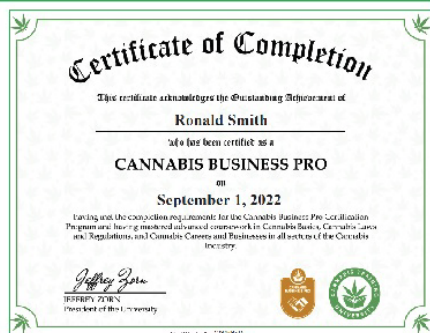
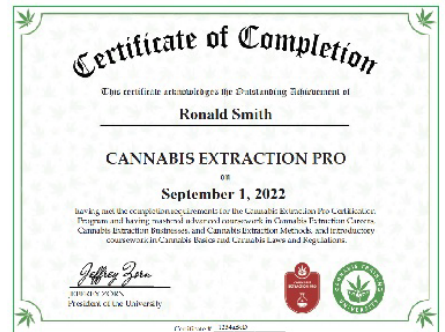




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## Challenge #6: Set His Business Apart

After he successfully completed the Master of Cannabis Certification Program, Ron hung his certificates on the wall of his new dispensary. He was happy to see that his customers noticed the certificates and were pleased with his company's credentials.







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His customers were so happy with his business that his dispensary soon became the most popular one in Oklahoma City!

## Challenge #7: Explore Other Markets

Now that he had an excellent understanding of the cannabis industry, Ron was interested in expanding into a national or global market. He wondered about the cannabis laws in other countries.

Ron was fascinated with the global cannabis market—especially the international sales channels in Europe and the Middle East. The Cannabis Laws and Regulations class made it easy for him to identify countries with emerging

markets. Links to the government cannabis websites in these countries would allow him to keep track of the latest developments for future investments.

## A Successful Business

After a couple of months of detailed study, Ron's understanding of his business improved, and his decisions were better informed. He liked the results of his training so much that he decided to enroll his employees in cannabis training at CTU. CTU's business program allowed him to enroll all of his employees in job-specific courses at a discounted price. Now, Ron and his employees are all on the same page, and business has never been better.

## Become An Expert Today!

Why wait? Join Ron and thousands of other satisfied cannabis experts around the world. Sign up for the Master of Cannabis Certification Program today and reap the benefits tomorrow!

The screenshot shows a lesson interface for 'Lesson 3: Cannabis Laws In Other Countries'. On the left, there is a list of countries with radio buttons: Argentina, Australia, Belgium, Belize, Brazil, and Cambodia. The progress bar indicates '0% COMPLETE'. On the right, there is a disclaimer box that reads: 'Disclaimer: Although we do our best to keep country-specific content up to date, cannabis laws and regulations can change daily. Refer to Israel's Ministry of Health website for the most current policies.' Below the disclaimer, there is text about Israel's medical cannabis program: 'Israel offers medical cannabis to qualifying citizens. Patients must suffer from a specific medical condition or symptom and must see a specialist for that illness who must recommend medical cannabis as a treatment. No recommendations from general or family practitioners are accepted. When a patient receives a recommendation, they must submit an application to the Medical Cannabis Unit, who examines the specialist's recommendation and the patient's illness. The Medical Cannabis Unit then makes a final decision of approval or denial of a patient's application. If approved, the patient receives a permit for the medical use of cannabis. Recreational cannabis remains illegal, although possession of personal amounts and public consumption is decriminalized and results in only civil fines. Any unlawful cultivation or distribution results in criminal'.