MEDICAL MARIJUANA ASSIGNMENTS

Read “How Big is the Marijuana Market” and respond to the following questions:

1. Summarize the conclusions of both the demand-based and supply-based models, making sure to articulate the main assumptions and economics of each model.

2. Explain the author’s conclusion on a reasonable range for the size of this potential industry, and conclude this question by giving your opinion of how big the marijuana industry would be if it were legalized.

Read “The Medical Marijuana Business Matures” and respond to the following questions:

1. How has the Obama administration cleared away some legal gray area for entrepreneurs?

2. Outline California’s non-profit requirements for medical marijuana businesses.

3. How is Oaksterdam University playing a role in shaping this evolving industry?

4. Go to www.harborsidehealthcenter.com and briefly explain what this company does- make sure your explanation integrates information from the reading about this company.

5. Do you believe that the non-profit model is better or would the medical marijuana industry be better off being dominated by bigger corporations, even multinational companies?

Read “Small Growers or Corporate Cash Crop” and respond to the following question:

1. Go to www.plainviewccm.com and briefly explain what this company does- make sure your explanation integrates the statement from the reading that this company is called the “e-bay of pot.”

2. What is the reasoning behind farmers starting cooperatives in this market?

In-Trip Assignments based on these readings and our experiences on the trip: As we talk with people about this issue and make observations, take some notes in consideration of the following two scenarios (Gary will be quizzing you verbally on your thoughts on these as we proceed throughout the trip and will eventually collect your written thoughts toward the end of the trip). 1) Assume that marijuana is legalized nationally by the federal government, but for medical purposes only; how do you see this industry evolving? 2) Assume that marijuana is legalized nationally by the federal government for consumption by anyone over 21 years of age; how do you see this industry evolving?