

Name \_\_\_\_\_ Date \_\_\_\_\_

**Marketing Essentials**  
**Chapter 31 Branding, Packaging, and Labeling**

**eMarketing Worksheet Activity: Domain Name—A Branding Tool**

**Directions** A domain name (or host name) is the alphanumeric name which begins the web address or URL. It is used to identify a computer on the Internet. Work alone or in small groups to complete this two-part worksheet on domain names as branding tools.

**A. Research Domain Names**

1. Visit a Web site that searches and/or sells domain names to see if any of the following domain names already exist or are for sale: “marketing club” or “soda pop.”

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2. Search for the highest domain name for sale.

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3. What is the least expensive domain name you found for sale?

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4. Try to create a domain name that does not have any cybersquatters – that being one that is not registered and not for sale.

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5. Write a short report on your findings and include an explanation on why domain names are important as a branding tool. It would be a good idea to list all the prices you found for domain names in order from the lowest price you found to the highest price you found. You will be evaluated on the basis of your report’s content (topics listed above) and mechanics, such as logical organization, details, legibility, grammar, and spelling. (Use an extra sheet of paper if necessary.)

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**B. Role Play** Select one of the following role play scenarios to perform with a classmate.

1. Assume you work for a local business that does not have a Web site. Conduct a role play with the business owner to explain the importance of creating a domain name for the business. Come prepared with a sample domain name for the business and a written checklist of key points on its importance to show to the owner. Remember to include the correct ending for the domain name for a business.

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2. If your marketing club (DECA) does not have its own Web site, meet with your DECA advisor to convince him or her that one is needed. Come prepared with a sample domain name a written checklist of key points on its importance to show to the DECA advisor for your marketing club. Remember to include the correct ending for an organization.

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Role plays will be evaluated using the following criteria: knowledge of how to search for domain names, concept of cybersquatting, components of a domain name, importance of domain names as a branding tool, evidence research was conducted on prices of domain names, sample domain name, and logical presentation, speaking and listening skills, ability to answer questions, correct use of marketing terms, and effective use of visual aids.