



ADVERTISING AND BRANDING WITH DOMAIN NAMES COURSE SYLLABUS (Sample)

OBJECTIVE

Provide students/participants with the knowledge they need to develop, implement, and manage advertising and branding strategies with domain names.

- Acquire an overview of the domain name **ecosystem**
 - Domain Name System (DNS)
 - Primary and secondary markets
 - Service providers
- Evaluate practical analytical **tools** to
 - Create, enhance, and protect corporate brand names
 - Develop, execute, and manage an advertising strategy
- Set up and manage **organizational capabilities and structures** to implement the strategies.

WHO SHOULD TAKE THE COURSE?

- University students, a 10- to 15-week marketing elective
- Marketing managers
 - One-day corporate seminar, or
 - A 10- to 15-week course (three hours per week)

FORMAT

- Interactive lectures
- Student fieldwork presentations

OUTLINE

1. Overview

- a. Topics
 - i. The domain name system
 - ii. Roles of domain names
 - iii. Domain name markets
 - iv. Service providers
 - v. Recent developments
- b. Partial Reading List
 - [Value in New ICANN TLDs](#) (August 14, 2009)
 - [Roles of Corporate Domain Names](#) (April 7, 2006)
 - [Domain Name Markets](#) (November 2004, update forthcoming)

2. Branding with Domain Names

a. Topics

- i. Introduction
- ii. For start-ups
- iii. Protecting brand names
- iv. Resolving infringement disputes
- v. Enhancing brand name
- vi. Creating competitive advantage through preemption

b. Partial Reading List

- [Benefits of New TLDs as Shorter Domain Names Are Dubious](#) (October 29, 2009)
- [Why Distinguish Between Defensive and Offensive Domain Names?](#) (September 26, 2009)
- [Reducing Cybersquatting, Phishing](#) (September 26, 2009)
- [Risk of Portfolio Approach to Cybersquatting](#) (September 26, 2009)
- [Branding with Domain Name Superlatives and Typos](#) (August 14, 2009)
- [Enhancing Brand Experience with Domain Names](#) (August 14, 2009)
- [Value-Loss Sources Mitigated by Defensive Registrations](#) (June 30, 2009)
- [Framework for Brand Protection and Value Creation with Domain Names](#) (April 30, 2009)
- [Networks of Brand-Sharing Domains](#) (March 11, 2009)
- [Monitoring Network Members](#) (March 30, 2009)
- [Domain Name Brand-Sharing Starts With Embracing Web 2.0](#) (January 26, 2009)
- [Voluntary Collective Licensing of Brand-Sharing Domain Names](#) (November 28, 2008)
- [ICANN Responsible for Domain Name Trademark Mess](#) (November 14, 2008)
- [Domain Name Lessons from Napster](#) (September 4, 2008)
- [Domain Name Lessons from iTunes](#) (August 10, 2008)
- [Domain Names in Retro Branding](#) (August 10, 2008)
- [Brand Complementors: Implementing a Cooperative Domain-Name Use](#) (April 8, 2008)
- [Generic Domain Names Bolster Your Brands](#) (February 6, 2008)
- [Domainers, IP Strategists Partnership](#) (November 10, 2007)
- [Don't Litigate, Open Them Up!](#) (January 31, 2007)
- [When to Protect a Brand With TLDs?](#) (March 22, 2006)
- [Branding Strategy: The TLD Dimension](#) (November 28, 2005)

3. Advertising and Visitor Generation

a. Topics

- i. Acquisitions vs. leasing

- ii. Key-word traffic portfolios
- iii. Integration with other instruments

b. Partial Reading List

- [Domain Names as a Media Channel](#) (January 26, 2009)
- [Targeted Keyword Advertising, Not Blind Long Tail](#) (December 18, 2007)
- [Domainer–Madison Avenue Reconciliation](#) (August 14, 2007)
- [Madison Avenue & Domain Names](#) (January 31, 2007)
- [Value in Direct Navigation: Empirical Evidence](#) (October 5, 2006)
- [Direct Navigation: Marketing Implications](#) (October 5, 2006)
- [Optimizing Ad and Domain Name Keyword Suggestion Tools](#) (May 10, 2006)
- [Keyword Marketing & Domain Names: An Integrated Approach](#) (April 24, 2006)
- [Optimizing Search Engine Presence With Domain Name Portfolios](#) (April 7, 2006)

4. Managing a Domain Name Portfolio

a. Topics

- i. Sources of risk
- ii. Risk: insure or secure?
- iii. Assess advertising and branding gaps
- iv. Identify and select domain names to close the gaps
- v. Acquisition strategy
- vi. Valuation approaches
- vii. Internal organizational structure and capabilities

b. Partial Reading List

- [Setting Reserve Prices for Domain Name Auctions](#) (September 26, 2009)
- [Enhancing Brand Experience with Domain Names](#) (August 14, 2009)
- [Who Should Bear Domain Name Risk?](#) (September 28, 2008)
- [Chat-up Lines, “Hard to Get,” & Domain Name Markets](#) (September 21, 2007)
- [Domain-Name Acquisition Strategy & Valuation Drivers](#) (September 21, 2007)
- [Porter’s 5 Forces and Domain Name Value](#) (October 10, 2005)
- [Corporate Domain Acquisition Strategy](#) (August 12, 2005)
- [Parked-Benchmark Appraisal Methodology](#) (April 7, 2005)
- [Valuing Domain Names: Methodology](#) (April 2005)
- [Domain Name Protection: A Risk-Analytic Framework](#) (October 10, 2005)
- [Corporate Domain Management](#)

5. Case Study Presentations Based on Student's Workplace

6. Additional Topics of Interest to Students

- a. Investment in domain names
- b. Domain name monetization
- c. Impact of mobile marketing and social networks
- d. Threats to domain name branding
- e. Threats to domain names as a marketing/advertising instrument
- f. Technology implications for domain name marketing

INSTRUCTOR

Alex Tajirian, President and CEO of DomainMart

After completing his Ph.D. course work in economics at U. C. Berkeley, Tajirian joined Bank of America as a visiting scholar responsible for providing quantitative support to the trading floor. During his seventeen years of academic and practical experience, he has also taught finance at U. C. Berkeley's Graduate School of Business (Haas School) and business policy and strategy as part of the university's Worldwide Programs. His nonacademic experience includes consulting experience with Morgan Stanley, Treynor-Arbit Associates, Financiometrics, and BARRA on financial-risk monitoring and valuation.

Alex Tajirian launched the first domain-name secondary market in 1996. He has since pioneered the development of a number of domain-name valuation models and estimation procedures using regression trees and has written extensively on domain-name acquisition and negotiation strategies, advertising and marketing, cybersquatting solutions, direct navigation, market structure, monetization, investment, and protection.

He has also been engaged as an expert witness for ecommerce-related litigation support, including federal antitrust cases, and as a panelist at the Domain Roundtable Conference.

The Honorable W. Allen Pepper, Jr., a United States district judge, has qualified Tajirian as a federal expert witness meeting the *Daubert* standard for domain name valuations.

Tajirian has appeared on CNet TV and is widely quoted in the media, including *The Wall Street Journal*, *Forbes*, *Wired* magazine, and *The San Francisco Chronicle*.

He is also a member of the board of Third World Enterprises Ltd., a leader in the acquisition and online distribution of reggae-related intellectual property. ■