



## **New TLD Applicant .Buzz Announces Marketing Partnership With University of Central Arkansas**

*University program teaches students how to develop and implement game-changing ideas.*

**CONWAY, Ark. - May 28, 2013 - [PRLog](#)** -- The College of Business at the University of Central Arkansas (UCA) and dotStrategy, a Conway, Arkansas Internet development company are partnering to offer a unique course and real-world experience for students concerning one of the most significant and exciting changes to the Internet in recent years. Students will be instrumental in helping build the success of a technology startup for one of the new Top Level Domain names, “.BUZZ,” applied for by dotStrategy. The class is being offered through UCA’s new Innovation and Entrepreneurship program and is the first of their “Creative Consultant” offerings. Students will spend a semester identifying problems and innovating high impact solutions for businesses of any size, from startups to the largest Fortune 500 companies. This year, new ‘right of the dot’ Internet Top Level Domains will be launched beyond the current well-known .com, .net., .org, and .edu. offerings. “.dotbuzz” (.BUZZ), applied for by dotStrategy to the Internet Corporation of Assigned Name and Numbers (ICANN) is one of the new generic Top Level Domains to be available for domain name registrations. Together, the Creative Consultant participants and dotStrategy executives will design the branding and marketing strategies to grow the number of domain name registrants using the .BUZZ Top Level Domain.

.BUZZ will use the ideas developed by participating students to market the .BUZZ domain name products and services globally. Concentrating on a marketing plan to their peers, participant’s strategies and ideas will be concepted, prototyped, and their implementation monitored and tweaked as the .BUZZ domain names and services launch. The partnership between UCA’s Innovation and Entrepreneurship program and dotStrategy will enable students to learn first-hand the technology, utility, and outreach power of new Top Level Domains, and the business side of the Internet registry and registrar experience. Additionally, industry education relating to trademark law, global infrastructure and search engine optimization will be acquired.

The mission and purpose of the new .BUZZ Top Level Domain is to provide registration space for domain name registrants seeking to label their Internet-based content as noteworthy and as what's happening right now. Creating buzz around a brand, product, service, news, event or location is the goal of advertising and marketing professionals. .BUZZ will be the prime online destination for Internet users seeking the latest news on a variety of topics. .BUZZ will appeal to groups related to blogging, communications, journalism, advertising, and marketing and development. .BUZZ will offer registrants and Internet users a competitive alternative to the shrinking namespace of existing domain names. On a grand scale, .BUZZ will foster a “Buzz Community” where fresh local, national and global buzz align to offer worldwide updates of the latest news and events.

Bill Doshier, President of dotStrategy stated why he’s excited about the educational partnership and the benefits he sees to his company, “We are looking for leading edge social, creative and innovative ways to explode the .BUZZ brand, and UCA’s I&E students are trained to be the best at creating and implementing breakthrough ideas. Who better to market .BUZZ to our target demographic than actual members of our target demographic.”

Doshier added, Our goal is to take .BUZZ viral globally. .BUZZ will be well understood by the students, and they will bring fresh insights and ideas that will greatly benefit our business. I can't wait to see what they come up with."

Dan Fisher, Director of the Innovation and Entrepreneurship Program believes the innovative partnering with dotStrategy will be a tremendous experience for all involved. "We couldn't have asked for anything more exciting than the partnership with dotStrategy for our inaugural Creative Consultant course because our students will be true partners in growing a technology startup," he said.

He added, "Most classes in a typical business school only talk about how businesses work, but few offer the experience of learning first-hand. Our students will get to practice and further develop their creative problem finding and solving skills with real outcomes. And they will be working with a technology company right in the heart of Arkansas. This a tremendous opportunity for our students."

The I&E program at the University of Central Arkansas teaches students how to develop and implement game-changing ideas. The program emphasizes creativity, which is the ultimate business weapon and has become one of the most important business skills of the 21st century. Few business schools across the nation offer the courses and experiences necessary to develop the skills and abilities to perpetually innovative. The I&E program builds students' abilities to identify problems and opportunities, and to develop and launch innovative solutions, including products, services, and processes that have impact.

The first Creative Consultant courses will be offered this Summer from June to July and the Fall Semester 2013.

About dotBuzz: The mission and purpose of the new .BUZZ top level domain is to provide registration space for registrants seeking to label their Internet-based content as noteworthy and as what's happening right now. Creating buzz around a brand, product, service, news, event or location is the goal of advertising and marketing professionals. Create buzz and everyone is talking about you.

.BUZZ will be the prime online destination for Internet users seeking the latest news on a variety of topics. .BUZZ will appeal to groups related to blogging, communications, journalism, advertising, and marketing and development. .BUZZ is about creating a consistent online home for content around the next big event, such as summer.buzz, concert.buzz, newyork.buzz, or beach.buzz and sports.buzz . On a grand scale, .BUZZ will foster a "buzz community" where local buzz, national buzz, and global buzz align to offer worldwide updates of the latest news and events. The .BUZZ top level domain will be a centralized location for the latest news, events, happenings, opinions, and communication of those events.

<http://www.buzznames.biz>

About University of Central Arkansas Innovation & Entrepreneurship Program: Creativity is the ultimate business weapon. It is a country's and company's growth engine. It is the most valuable and marketable business skill today. The University of Central Arkansas degree in Innovation and Entrepreneurship teaches students how to develop ideas and how to get them done. We create "dreamers" and "doers." Students will identify opportunities and then develop and launch innovations, whether these are products, services, or processes. What can I&E majors do? Start ventures or make an impact at an existing business of any size or at any stage. Our students are change and innovation specialists who creatively solve problems.

[http://uca.edu/marketingmanagement/innovation\\_entrepreneu...](http://uca.edu/marketingmanagement/innovation_entrepreneu...)

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