



STUDY IN GERMANY

Prof. Ullrich, Sebastian
Task 3

Group Task #3: Domain Name

Team K:

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Contents

Domains Selection:	3
Why Pathway Germany?	4
Group Members:	5
Use of AI:	5
Individual Contributions:	5

Domains Selection:

Pathway Germany: <https://pathwaygermany.com>

Internationals Germany: <https://internationalsgermany.de>

Studieren in Germany: <https://studiereningermany.com>

Why Pathway Germany?

<https://pathwaygermany.com>

After evaluating several domain name options, we selected **Pathway Germany** as our final domain name for the *Study in Germany Guide Website*. This choice was guided by the criteria covered in the module.

In terms of **meaningfulness**, the name directly reflects the purpose of our website. "Pathway" conveys the idea of a journey or step-by-step guide, which aligns perfectly with our goal of helping prospective students navigate the process of studying in Germany. The word "Germany" immediately signals the geographic focus of the content, making the site's relevance clear to our target audience at a glance.

Regarding **memorability**, "Pathway Germany" is short, easy to spell, and easy to pronounce in English — an important consideration since our target group consists of international students who may not be native German speakers. There are no numbers, hyphens, or complex words that could cause confusion.

From a **likeability** standpoint, the name carries a positive and motivating tone. A "pathway" suggests opportunity and direction, which is an encouraging message for students considering studying abroad.

Finally, on the matter of **legal issues**, we verified that the domain name is available and does not conflict with any existing trademarks or registered brands.

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Use of AI:

1. Google Gemini is used for generating cover page.

Individual Contributions:

The main objective of this project was to search for Domain Names on the assigned topic. The topic assigned to our group was Study in Germany Guide Website. The main task was to list 3 domain names and describe why we choose a specific domain according to the criteria. This task was completed as a group effort. Individual contributions by respective members were used.