

Review of: "The Myth of the Liberal Arts vs. National Universities Divide: A Marketing Strategy"

Alanazi Talal Abdulrahman¹

¹ University of Hail, Saudi Arabia

Potential competing interests: No potential competing interests to declare.

The paper presents a thoughtful analysis of the commonly held belief that liberal arts colleges and national universities differ significantly in their educational approaches. The central argument—that this divide is more a result of marketing than actual differences in educational outcomes—is both interesting and relevant in today's competitive higher education landscape.

I would like to accept it after making minor comments that:

Depth of Evidence: While the paper references strong sources, it would benefit from including more specific data points or direct quotes. This would provide concrete support for each claim, especially in areas discussing the educational outcomes and post-graduation success rates of graduates.

Conclusion Enhancement: The conclusion could be strengthened by offering a brief discussion of the implications for students and families making educational choices. This would make the findings more applicable and actionable for readers.

Expanded Marketing Examples: In discussing how marketing shapes perceptions, consider including examples of specific branding strategies from both liberal arts colleges and national universities. This would provide a clearer illustration of how the divide is marketed to prospective students.