

v1: 12 November 2024

## Commentary

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

Peer-approved: 12 November 2024

© The Author(s) 2024. This is an Open Access article under the CC BY 4.0 license.

Qeios, Vol. 6 (2024)  
ISSN: 2632-3834

Son Pham<sup>1</sup>

1. Stephen F. Austin State University, United States

**This manuscript critically examines the commonly held distinction between liberal arts colleges and national universities, arguing that the divide is largely a product of marketing rather than substantive educational differences. Drawing on data from leading higher education research organizations, it highlights how both institution types share similar goals in fostering critical thinking, offering interdisciplinary programs, and preparing students for diverse career paths. Through an analysis of academic structures, faculty-student interactions, and post-graduation outcomes, the manuscript underscores that the unique characteristics attributed to each institution type are often overstated for promotional purposes. The findings suggest that the decision between these institutions should be guided more by individual preferences than by assumed educational superiority.**

**Correspondence:** [papers@team.qeios.com](mailto:papers@team.qeios.com) — Qeios will forward to the authors

## Introduction

The choice between liberal arts colleges and national universities is a pivotal decision for many students and their families. Traditionally, liberal arts colleges have marketed themselves as nurturing well-rounded, critical thinkers through small classes, intimate faculty-student relationships, and broad-based education. On the other hand, national universities are often portrayed as institutions that excel in research, offering a vast array of specialized professional programs, and preparing students for specific career paths. However, the clear distinction between these two types of higher education institutions may be more about marketing and segmentation than actual educational outcomes.

Both types of institutions share many fundamental qualities: both develop well-rounded thinkers, offer professional training, and foster success in diverse fields. Through a closer analysis of available data, it becomes evident that the divide between liberal arts

colleges and national universities is largely an advertising strategy, aimed at catering to different preferences within the higher education market. A detailed examination of sources and statistics further supports this argument.

## Credibility of Sources

This essay relies on data from authoritative, reliable sources in higher education research. The Association of American Colleges and Universities (AACU), a leading national organization devoted to the advancement of liberal education, provides comprehensive reports on the structure and objectives of general education across different types of institutions. Their data is widely respected for its thoroughness and has been used by policymakers, educators, and institutions to better understand trends in undergraduate education. The AACU's statistics on the prevalence of general education requirements at national universities, as well as their insights into interdisciplinary education, form a solid foundation for understanding the shared educational objectives of both liberal arts colleges and national universities.

Other critical sources include the National Center for Education Statistics (NCES), a U.S. government agency that collects and analyzes data related to education. Their reports on student outcomes, faculty ratios, and institutional characteristics provide a neutral, data-driven perspective on the similarities and differences between liberal arts colleges and national universities. Similarly, U.S. News & World Report, a highly regarded organization that ranks and analyzes colleges and universities, offers specific insights into interdisciplinary programs and research opportunities. Finally, reports from the National Association of Colleges and Employers (NACE), which conducts employer surveys to assess workforce readiness, provide an empirical basis for understanding the real-world outcomes of graduates from both types of institutions.

With these reputable sources, we can confidently explore the claims that the marketed differences between liberal arts colleges and national universities may be more about branding than substantial differences in educational quality or outcomes.

## **Shared Educational Objectives: Fostering Critical Thinkers**

Liberal arts colleges are well-known for their emphasis on interdisciplinary education, with a focus on cultivating critical thinking, communication skills, and intellectual exploration. This traditional approach has led to the belief that these institutions uniquely prepare students to think broadly and analytically. However, national universities also prioritize many of these same educational goals, offering broad-based general education alongside specialized programs. According to the AACU<sup>[1]</sup>, 74% of national universities require students to complete a general education core. These requirements typically include coursework in the humanities, natural sciences, and social sciences, providing students with the same intellectual breadth and interdisciplinary exposure that is often associated with a liberal arts education.

Moreover, national universities are increasingly adopting the very interdisciplinary approaches that liberal arts colleges are known for. U.S. News & World Report<sup>[2]</sup> found that over 60% of national universities offer interdisciplinary programs or minors, blending subjects from different fields such as philosophy, biology, and political science. This trend mirrors the educational model of liberal arts colleges, which encourage students to explore connections across different domains of knowledge.

Some of the most prestigious national universities, such as Stanford University and the University of Michigan, are spearheading efforts to integrate liberal arts-style education into their curricula. For example, Stanford's Program in Science, Technology, and Society allows students to examine the intersection of these fields with ethical, historical, and social perspectives. Similarly, at the University of Michigan, programs like "Philosophy, Politics, and Economics" (PPE) offer students the chance to think broadly about the interconnectedness of disciplines, blending elements of liberal arts education with professional studies.

National universities also replicate the small-class, close-knit environment often associated with liberal arts institutions. Honors programs at many large universities are designed to give high-achieving students the kind of personalized education typically associated with smaller colleges. For example, Indiana University's Hutton Honors College offers seminar-style classes with fewer than 20 students per class<sup>[3]</sup>. These courses are designed to encourage deep intellectual engagement and foster close interactions between students and faculty—exactly what many believe only liberal arts colleges can provide.

## **Professional Programs at Liberal Arts Colleges**

Contrary to popular belief, liberal arts colleges do not solely focus on intellectual exploration and abstract thinking. Increasingly, these institutions are expanding their offerings to include professional programs that prepare students for specific career paths. According to the AACU<sup>[1]</sup>, 39% of liberal arts colleges now offer vocational or pre-professional tracks. These programs cover fields such as business, engineering, healthcare, and law – areas that have traditionally been the domain of national universities.

A prime example of this trend is the 3-2 Engineering Program offered by Columbia University in partnership with a number of liberal arts colleges. This program allows students to combine the broad-based education of a liberal arts degree with specialized training in engineering, culminating in two degrees: one from their liberal arts college and another from Columbia University. Programs like this challenge the notion that liberal arts colleges are disconnected from professional or technical education.

Moreover, many liberal arts colleges have expanded their curriculums to include fields like computer science, data analytics, and entrepreneurship. Pomona

College, a top-ranked liberal arts institution, offers a major in computer science that is deeply integrated with its broader liberal arts curriculum, allowing students to combine technical expertise with skills in writing, critical thinking, and problem-solving. Williams College and Swarthmore College are other leading liberal arts institutions that offer strong programs in economics, political science, and environmental science, all of which prepare students for both intellectual inquiry and professional success.

These examples illustrate that liberal arts colleges are not limited to intellectual development alone. Rather, they are expanding to meet the evolving needs of students and employers in the 21st-century workforce.

## The Role of Marketing in Higher Education

The perceived divide between liberal arts colleges and national universities is, to a large extent, driven by marketing. Liberal arts colleges often emphasize small class sizes, personalized learning, and intellectual development in their promotional materials. The average student-to-faculty ratio at liberal arts colleges is 9:1, according to the NCES<sup>[4]</sup>. This marketing strategy highlights the personal attention and close relationships between students and faculty as a key selling point, contrasting with the image of large, impersonal national universities.

National universities, on the other hand, promote their research opportunities, professional programs, and global reach. Large institutions like the University of California, Berkeley, or the University of Chicago emphasize their role as leaders in cutting-edge research and specialized training. However, many national universities now offer the same personalized learning experiences that liberal arts colleges tout. For instance, 50% of national universities offer undergraduate research opportunities<sup>[2]</sup>. These programs allow students to work closely with faculty on projects that align with their interests, providing hands-on experience that is similar to the type of mentorship and individual attention offered at liberal arts colleges.

This crossover in marketing messages is a testament to the fact that both types of institutions recognize the value of fostering both broad intellectual growth and specialized professional skills.

## Similar Outcomes, Different Branding

When it comes to post-graduation outcomes, the differences between liberal arts colleges and national universities are negligible. According to data from the NCES<sup>[4]</sup>, 85% of national university graduates and 82% of liberal arts college graduates are either employed or pursuing further education within six months of graduation. These nearly identical statistics demonstrate that graduates of both types of institutions have similar employment prospects.

In terms of earnings, a 2021 report from PayScale shows that graduates from both types of institutions earn similar salaries early in their careers, with the median hovering around \$60,000. This dispels the myth that national universities offer better financial returns on investment than liberal arts colleges.

Moreover, employers increasingly recognize that the skills cultivated at both liberal arts colleges and national universities are critical for success in today's workforce. According to the National Association of Colleges and Employers (NACE<sup>[5]</sup>), 80% of employers prioritize communication skills, while 70% emphasize the importance of problem-solving abilities – skills that are developed at both liberal arts and national universities through their respective curricula.

## Conclusion

The supposed divide between liberal arts colleges and national universities is largely a product of marketing rather than actual differences in educational quality or outcomes. Both types of institutions are committed to producing critical thinkers who are well-prepared for the workforce and further education. The key difference lies in how these institutions choose to brand themselves—liberal arts colleges highlighting personalized learning and intellectual development, and national universities emphasizing research and professional training.

Ultimately, whether a student chooses a liberal arts college or a national university should depend on personal preferences, such as campus size, culture, and extracurricular opportunities, rather than on any perceived differences in educational value. Both types of institutions offer rich, diverse learning experiences that equip students with the tools they need to thrive in an increasingly complex world.

## References

1. <sup>a</sup>, <sup>b</sup>AACU. (2022). General education requirements and interdisciplinary programs in U.S. universities. Retrieved from <https://www.aacu.org>
2. <sup>a</sup>, <sup>b</sup>U.S. News & World Report. (2021). Interdisciplinary programs and undergraduate research opportunities. Retrieved from <https://www.usnews.com>
3. <sup>a</sup>Indiana University. (2023). Honors seminars at Hutton Honors College. Retrieved from <https://hutton.indiana.edu>
4. <sup>a</sup>, <sup>b</sup>National Center for Education Statistics (NCES). (2022). Data on student-faculty ratios and graduate outcomes. Retrieved from <https://nces.ed.gov>
5. <sup>a</sup>National Association of Colleges and Employers (NACE). (2021). Employer priorities for new hires: Communication and problem-solving skills. Retrieved from <https://www.nacweb.org>

## Declarations

**Funding:** No specific funding was received for this work.

**Potential competing interests:** No potential competing interests to declare.