



**RESEARCH PAPER**

**Branding Higher Education: Neoliberalism's Role in Shaping Students' Choices Through Market Forces**

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**ABSTRACT**

Universities today function more like businesses and are subject to neoliberal demands that place the burden on the person to "identify" a service that aligns with their goals and desires. The objectives of the study is to find out why universities advertise themselves, how they are promoting themselves as brands to enhance students' enrolment. Through Cluster sampling the researcher has selected physical data of 5 billboards of different private universities from transit areas of Lahore, and a survey consisting of 15 questions was conducted from 36 students. The survey data was analyzed by the App Survey Heart, and the physical data is analyzed qualitatively through Marxist theory by Karl Marx & Friedrich Engels in 1848, and 4ps of marketing by E. Jerome McCarthy in 1960. The research found that universities advertise themselves because they are part of capitalist society that seeks to make money, to demonstrate academic versatility to perpetuate the existing social order by promoting the idea that education is key to upward mobility that serves the ruling class, and to position education as the product for success. Private institutions should not become corporate brands or promote branded education on transit with false claims to attract students.

**KEYWORDS** Advertisement, Billboards, Business Brand, Capitalism, Neoliberalism, Universities

**Introduction**

The combination of neoliberal ideology with educational institutions has created a standard shift in today's quickly changing educational division, forcing universities all over the world to embrace business-oriented practices in order to flourish and survive. This shift is nowhere more apparent than in All over the world, where Universities are progressively adopting a branding and commercialization mentality and frequently using out-of-the-ordinary strategies, such as transportation advertising, especially billboards, to establish their identity to students. The way in which Universities are transforming into commercial brands and using transit ads is a common example of how neoliberalism has primarily changed the traditional role and objectives of the education sector (Saleh et al., 2021) . Neoliberalism is an ideology framework that emphasizes the privatization of public services and free-market principles. It has affected many aspects of society, with education being one of its main targets. The neoliberal paradigm has changed the academic culture in the world by directing universities toward a market-driven strategy that prioritizes competition for funds, prestige, fame and students. As a result, these institutions are forced to implement marketing methods similar to those of businesses, using branding as a tool to create a unique identity and present a positive image in the congested market for education. Universities today function more like

businesses and are subject to neoliberal demands that place the burden on the person to "identify" a service that aligns with their goals and desires (Miller and Rose, 1997).

The relatively recent choice by universities and other tertiary institutions to place advertisements in transit places in all over the world is becoming more apparent (Mutsikiwa, Dhliwayo, & Basera, 2013).

Advertising is the process of reaching out to and influencing a target audience through various means in order to promote goods, services, or ideas. It's a means of explaining to others what and why something is beneficial. Advertisements are created by organizations, individuals, or businesses to inform the public about their offerings, increase sales, establish their brand, and accomplish marketing objectives. There are numerous different venues where you may view advertisements: newspapers, radio, TV, internet, social media, billboards, and more. The primary objective of advertising is to capture the interest of the intended audience and deliver a coherent message. Advertisements frequently highlight the benefits of an item or service to persuade. (O'Donohoe, 1995)

Advertising has been around for far longer than humanity itself. After all, flowers don't only display their hues; they also send out several calls for bees to come and "buy our product." Everything is there already, even the "conditioning of the customer" and the eye-catching forms and colors O'Barr, W.M. (2015). Any technology that first grabs a passerby's attention and then persuades him to accept a mutually beneficial trade is considered advertising.

According to the Advertising Association of America (OAAA, 2017), outdoor advertising, namely billboards, continues to provide the largest revenue (66,1%) when compared to other outdoor media, including transportation (17,4%), place-based media (11,3%), and street furniture (5,2%). It follows that private institutions using billboards to draw in recent graduates from high school is only normal.

One is that universities now have a responsibility to tell people about the unique qualities of their "product" and how it might benefit prospective students' lives and careers. Thus, the escalation of marketing initiatives aimed at improving brand awareness, during the same time that funding for instruction was reduced, presumably due to financial limitations, university marketing departments saw an increase in funding in an effort to strengthen their institution's economy (Klopper and Power, 2014).

The majority of students favor educational institutions where elements pertaining to service quality are taken into account and students receive prompt assistance when needed. Thus, maintaining standards of higher quality should be of more importance for such organization's management as a result, since it will boost students' perceptions of and "brand image" for such educational institutions (Beerli Palacio et al., 2002).

In this research, I aim to investigate the reasons behind the promotional efforts of Pakistani universities, exploring the transformation of universities into business brands. The focus will be on understanding the increasing prevalence of branded education in Pakistan and examining the impact of university advertisements on student's enrollment decisions. The objective is to analyze the motivations that drive universities in Pakistan to engage in advertising activities, highlighting the evolving trend of universities adopting a business-oriented approach in their communication strategies. The study aims to understand the effects of such branding on students as well as the circumstances that have led to the growth of branded education. The study attempts to provide insights into the broader environment of higher education marketing in Pakistan and its effects

on prospective students' choices by examining the relationship between university advertising and student enrollment. By analysing the intricate complexities of Pakistani colleges adopting the role of commercial brands and using transit advertising, particularly billboards, as a way of self-promotion, this study aims to delve deeper into this shifting environment. This paper examines the relationship between neoliberalism, branding, and transit advertisement in the context of higher education in an attempt to comprehend the underlying causes, effects, and wider ramifications of this paradigm shift in Pakistan's educational ecosystem. By critical inquiry and rigorous analysis, this research seeks to advance our understanding of the evolving processes of reforming educational institutions in the age of neoliberalism and branding.

### **Literature Review**

Various studies have been carried out on how universities advertise themselves, why branded education is being promoted, why universities are in competition, how their persuasive strategy of advertisement affects students to get enrolled over there, and how universities promote themselves by applying all these factors together. The following review of literature provides the evidence of such studies that has been carried out in different locations, and in different contexts in this world.

According to O'Barr, (2015) advertisement is as old as humanity, this phrase seems to be more complicated to extract the meaning from it, so he defines advertisement with the definitions of other authors, and professional like, In the realm of advertising, Jerry Bader, a seasoned marketing professional, posits that the most powerful word is 'like, According to Bader, ads have the ability to connect a product or service to another entity and incorporate the attributes of the analogous thing into the brand identity. He claims that this seemingly innocuous term encompasses the essence of metaphor. When used in spoken, visual, or musical expression, metaphors help listeners see commonalities in seemingly unconnected objects. Williams defined advertising succinctly, calling it "The official art of capitalist society." This term may sound catchy, but it has deeper meaning when you look at it more closely. Williams stresses that advertising is closely linked to a particular historical moment and social context. It is an essential part of contemporary capitalism, distinguishing it from attention-grabbing techniques used in non-capitalist societies throughout history and space. Williams also asserts that one cannot separate advertising from its social function and historical roots.

Advertising is the process of reaching and influencing a target audience by promoting a good, service, or idea through a range of media. We call this procedure advertising. It's a kind of marketing communication that aims to inform, convince, and inspire people about the benefits or value of a certain service. Advertising is a common tool used by companies, groups, and individuals to promote their products and services, increase sales, build brand awareness, and ultimately reach marketing objectives (Jambhulkar & Siddiqui, 2023).

A university is a location where students from all over the world gather to study all kinds of subjects; it's a place where ideas are exchanged and discussed via one-on-one interactions. It is the space where a thousand schools contribute and where thought can roam freely. It is a location where knowledge collides with knowledge, pushing research ahead, discoveries are confirmed and refined, and mistake is revealed. .. In a broad sense, one of the main and constant concerns of human civilization is mutual education. Another generation is formed by one. As a result, a clean and pure mental climate is produced, which the pupil also breaths ( Newman, 1852).

Universities must adopt new strategies to draw in customers, or students, due to the competitiveness of the educational services they offer. The current state of affairs is a result of the growth of several private colleges, a declining population, and rising societal ambitions for education (Rachwal 2019)

According to (Symes & Drew, 2016) The change in higher education policy to a neoliberal one also indicated the end of "free" higher education with the implementation of the Higher Education Contribution Scheme (HECS). More broadly, these advancements helped to "normalize" the widespread public goods privatization, and lead Australia away from post-World War II Keynesianism. It was only one facet of a culture that valued "private" above "public," in accordance with other neoliberalism principles like accountability, deregulation, and competition (Bauman 1988). Governments encouraged universities to realign their instructional focus with Australia's economic objectives by periodically funding studies on higher education. Many universities different ways to advertise themselves such like, Pamphlets, Radio, Billboards, TV, and Newspaper. Additionally, there is a significant turnover of station ads on print and digital billboards, the latter of which APN sells on a timeshare and rotation basis, in an effort to catch and hold commuters' attention. Through this, marketers may buy timeslots during weekend and peak hours. Higher education advertising, for instance, is seasonal and usually appears in the spring and summer, when colleges host open days and incoming students are thinking about their futures in school.

Billboards are highest eye catching advertisement tool, that has been used in current world, that is the reason mostly universities uses billboards to advertise themselves. Billboards serve as a vehicle for expressing concepts about the "product" and a way for the company to brand themselves. Every university billboard is different from the others thanks to its own qualities. Identity is one of the most notable representations on the university billboards, emphasizing the text or visual image. An research was conducted by (Vidiadari, 2020) in which he analyzed that, the text on the billboards was created based on specific ideals and served as a representation of identity. This provides an explanation for the reason for the frequent usage of rhymes and local language on billboards: it makes the advertiser's message and philosophy simpler for the public to recall.

Moreover, customers consider their choice as a pleasurable way of life as well as one that offers knowledge. Similar to this, in advertising for an independent rural institution in New South Wales, students describe how their flexible lifestyle contrasts with the restrictive environment of high school and the freedom they have at university according to (Cannizzo & James, 2020).

Universities becoming business oriented and more like a bran in this way. Unusually, in a climate where university discourses have become captive to ultra-instrumentalism, of learning as a private good, the University of Sydney brands itself as an institution where knowledge for a common good still prevails (Symes & Drew, 2016). Many educational institutions are content to market their degrees as business-oriented, emphasizing how education may enhance an applicant's employability by adding value to their current credentials (see CSU's "Dream job out of your reach, then think again" campaign, for example).

In addition, Advertising has a significant influence on how customers make decisions. Thus, employing the advertisement as a marketing tactic might yield incredibly fruitful outcomes. The study's focus is on marketing and promotional initiatives for Komar University of Science and Technology's merchandise. This study is

relevant because it highlights the marketing initiative that draws in the anticipated number of university patrons. The Komar University of Science and Technology has been chosen to look into this kind of consumer attention, specifically with regard to its student body. Since the administration of any private university would like to draw students to their school, it is crucial to determine the elements that influence those students' decisions, including customers. Understanding these influencing variables, an institution may work to create appealing advertising and promotional methods that will persuade students to choose the University for their Studies according to (Ali, 2020).

The primary goal of advertising, according to Haider & Shakib (2017), is to influence consumer purchasing behavior. Nevertheless, people's recollections frequently alter or reinforce this brand influence. High-quality advertising has the potential to persuade customers to purchase the goods, but a low-quality one would have the opposite effect. Advertisements are frequently referred to be the nervous system of the commercial world. The advertising, which is analogous to the nervous system, should arouse in the reader as many various kinds of imagery as the thing itself may stimulate, as our nervous system is built to give us all the conceivable feelings from objects (Shahnaz & Qadir, 2020).

Another research that was conducted by Omboi and Mutali (2011) attempted to ascertain the effect of various marketing methods on enrollment in Kenyan private universities. Thus, there was a relationship between student enrollment and independent variables including advertising, public relations, personal selling, and direct marketing. The results of the study showed that student enrolment is impacted by institutional PR initiatives. Fosu and Poku (2014) conducted study in Ghana and selected Kwame Nkrumah University of Science and Technology and Christian Service University College as the two colleges to examine in order to identify the critical factors impacting students' choices of universities. They found that the most important factors affecting students' decision to attend a certain university were the courses offered, the quality of the teachers, the well-stocked library, the internet, a flexible lecture schedule, and the recognition of their qualifications by businesses.

## **Material and Methods**

This is a mix-method study, where visuals are studied qualitatively, by applying the theories named as Marxist theory given by Karl Marx & Friedrich Engels in 1848, and 4ps of marketing by E. Jerome McCarthy in 1960. The four Ps of marketing are product, pricing, location, and promotion. Businesses and marketers who are successful usually take these factors into account when developing plans and strategies for reaching their target market. According to Marxism, a communist revolution would unavoidably result from the battle between social classes, namely between the proletariat, or workers, and the bourgeoisie, or capitalists, which determines economic relations in a capitalist economy. Whereas survey is analyzed through app named as Survey Heart, this app is free of cost, Survey heart is used for creating Forms, Polls, Questionnaires, & Quizzes, and it also helps to take out results percentage, and here is URL of this website is <https://surveyheart.com/> and it is also available on android play store, and apple store. The researcher has collected data through Cluster Sampling, including Survey that was conduct to analyze the impacts of universities advertising on the enrollment decision of the students and visuals are taken from advertising Billboards of different universities to analyze how universities are becoming business brands and why universities advertise themselves.

## Results and Discussion



Figure 1 The Green international university captured from the main road of khayaban e firdos

This picture was captured from the main road of khayaban e firdos. The Green international university is displayed in this billboard. Initially this billboard is having 2 characters that seems to be very eye catching in whole billboard, including one boy and one girl having books that shows these are students of university but while analyzing from the Marxist lens these two characters wearing very casual clothes, and both of them represents that university is co-education, environment is very friendly.

Moreover, the green international university represents the green color of Pakistan. Pakistan that is known as Islamic Republic of Pakistan but portraying these two characters seems very contrasting because while portraying ourselves more like western people seems to be more formal, educated and proud full. Marxist theory focuses on the power dynamics and social class, in this context, students in casual western dress might be seen as the strategy to attract wide range of students including the lower socioeconomic class, to increase enrollment and survive in capitalist society.

In addition, this billboard consists precise information about departments, but in the left corner LOWEST FEE STRUCTURE IN TOWN again seems to be eye catching, because according to 4Ps of marketing, this is how universities promote themselves by offering discounts. Ironically this university does not have any lowest fee structure in the town because on their website it appears as expensive university. This shows fake claims are not big deal for many universities, and if these universities are applying mix marketing technique to earn and become brand is just a social norm of every university modern world.



Figure 2 Nur International University

In this Billboard the most eye-catching thing is again three human characters, formally dressed in medical context, one woman and two men, woman wearing white apron of doctors, one boy is wearing doctors dress, and other one is formally dressed. In the front woman is displayed and two men are displayed on her backside, this might show woman are more clever than man, and can achieve whatever they want.

Moreover, the eye catching phrases like, ENABLING THOUGHT LEADERS, ENLIGHTENING MINDS, and BUILDING FUTURES. These phrases seem to be very subjective and potentially misleading, because on which criteria they can claim this idea? Likewise enlightening minds and building futures is not something that universities can control, because they cannot enlighten every mind that is enrolled over there. If any university is claiming about this idea, then it is mandatory for them to prove that on their billboards, otherwise it would be considered as fake claims.

In addition, the most highlight contact number that is given is not any common network that official universities use, because in Pakistan every professional universities or other department use PTCL contacts because that does not seems to be subjective idea, but here it shows may be Nur international university is advertising UFONE network through their own advertisement. International universities always advertise themselves with proper international contacts but while showcasing ufone network's number on their billboard seems very subjective and informal in context of education.



Figure 3 Bahria University

Interestingly in this billboard Bahria University is displayed through some visuals like having navy ships, helicopters, and submarines. Most highlighted part of this billboard is 2<sup>nd</sup> in Pakistan and The World University Rankings. So according to HEC BAHRIA is not 2<sup>nd</sup> in Pakistan, but on 2<sup>nd</sup> it is Agriculture University Faisalabad. It simply shows how universities promote themselves as best one being subjective one. According to Marxist lens Bahria in Pakistan is symbol of elite class because it becomes brand, then it simply shows if we are talking about Bahria University it means we are talking about Most Highlighted brand of Pakistan.

Moreover, in this billboard they have highlighted their website, which simply shows again 4ps of marketing as through these visuals they are promoting there university and university itself is product. They have used website URL that simply attracts youth of modern generation because according to (CTRL, 2023) 90% of youth uses social media. This again according to Marxist lens shows the image of capitalist society, that means earn money from every angle. Youth is just click away from their aim of manipulating them while visiting their websites through scholarships, and many other temporary benefits that suits our youth.



Figure 4 University of Management and Technology

This billboard is very simple and short. UMT is displayed as 1<sup>st</sup> private sector university in Pakistan, and also it is displayed as the world university rankings. According to Marxist lens UMT is individualizing itself, because being No:1 means becoming brand, and it attracts students to get enrolled in that university.

Moreover, in this billboard they have not justified how they are No:1 university of the Pakistan and it seems like a scam. If we analyze this billboard through 4ps of marketing than it follows the aspects of product, promotion and place but prize is not mentioned in this billboard.

In addition, if any middle class students wants to get admission in UMT he/ she will be confused about the fee structure and might consider it as most expensive just because it is private and No:1 university in the Pakistan.



Figure 5 Riphah University



In this billboard RIPHAH UNIVERSITY is offering admissions of Spring, they are offering BS and MS admissions, and up to 100% tuition fee waiver. According to The 4Ps of marketing, also known as the marketing mix, include Product, Price, Place, and Promotion. Applying these concepts to RIPHAH INTERNATIONAL UNIVERSITY and integrating Marxist theory involves analyzing how the university's offerings and marketing strategies align with principles of social equality and justice. Emphasize the university's commitment to inclusive education, where all students, regardless of socio-economic background, have access to quality education. In the context of Marxist theory, emphasize fair and equitable pricing structures. Explore scholarship programs, financial aid, or reduced tuition fees that align with Marxist ideals of socio-economic equality.

Moreover, according to Marxist theory up to 100% tuition fee waiver is capitalist mindset to attract them and earn money from them. It is strategy to grab student's attention but they don't allow them to continue this favor, because capitalist society have neoliberal mindset that applies mix marketing strategy to promote fake promotions, advertise fake claims to attract students, because this university is offering 100% off tuition fee, than how will they earn money, this shows while being part of capitalist societies even educational institutes are manipulating students for their own benefits instead of students, this is how educational institutes are creating philosophies for every economic class, but this shows universities were once educational institutes but now they are more like a brand, and they are just grabbing students attraction towards them

In addition, QR code again shows marketing technique used to earn money in Marxist concept, because when we scan we are unable to return without visiting their website, and they are paid according to the clicks and visits on their websites, this again shows being modern they are playing with modern facilities that are highly used by youth of this generation.

### Survey Data Representation

The survey consists of 15 questions, which was created to analyze do student's enrollment decision is affected by the advertisement of universities, and here are the answers of all 15 question.

**Table 1**  
**Effectiveness of University Billboard Advertisements and its influence**

Statements	Very Satisfied	Slightly Satisfied	Neutral	Slightly dissatisfied	Very dissatisfied
The university billboards effectively grasp my attention when I see them.	36.11%	36.11%	25%	0	2.78%
I often noticed and remember specific details from university advertisements on billboards.	28.57%	45.71%	20%	5.71%	0

While considering first two questions it is analyzed by the survey heart app that universities advertise themselves very effectively through billboards so that students can easily remember the specific details about universities or departments, and it also attracts students, the ratio of very satisfied and slightly satisfied is somehow mingling with each other that simply shows majority of students are attracted by billboards of universities.

**Table 2**  
**Perception and Awareness of University Billboard Advertisements**

Statement	Very Satisfied	Slightly Satisfied	Neutral	Slightly dissatisfied	Very dissatisfied
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University billboards play a significant role in creating awareness about educational programs.	38.24%	41.18%	14.71%	5.88%	0
The visual appeal of university billboards influences my perception of the institution.	35.29%	29.41%	23.53%	8.82%	2.94%

Question no 3 and 4 again remain between the scales of very satisfied and slightly satisfied that means university billboards influence students perceptions about the university and academic programs that are being offered because majority of students satisfied that billboards are helpful in making their mind while remembering programs and making mindset about that particular institute.

**Table 3**  
**Evaluating the Impact of University Billboard Advertisements on Motivation and Image**

Statement	Very Satisfied	Slightly Satisfied	Neutral	Slightly dissatisfied	Very dissatisfied
University billboards have motivated me to seek more information about academic programs offered.	32.35%	38.24%	29.41%	0	0
I believe that university billboards positively contribute to the overall image of the institution.	31.43%	28.57%	22.86%	11.43%	5.71%

Moreover, question 5 and 6 relate the answers of above questions that billboards motivate students to seek more information about universities, and mostly billboards contributes to create positive image about universities, so that students can proper to select that university.

**Table 4**  
**The Effect of University Billboard Clarity and Content on Enrollment and Campus Perception**

Statement	Very Satisfied	Satisfied	Neutral	Slightly dissatisfied	Very Dissatisfied
The clarity of information on university billboard is crucial in influencing my decision to consider enrollment.	45.71%	25.71%	20%	8.57%	0
University billboards influences my perception for campus facilities and infrastructure.	31.43%	42.86%	14.29%	8.57%	2.86%

In addition, question no 7 majority of students are very satisfied that it is very crucial to for every university to advertise themselves with clear and appropriate information because majority of students are influenced by the information on the billboards to impact students decision about enrolment, and question no 8 again shows high ratio of percentage is lying in the scale of slightly satisfied that influences students to perceive about infrastructure and facilities that universities provide to students.

**Table 5**  
**The significance of consistency in university billboard advertisements in establishing trust and facilitating informed decision-making.**

Statement	Very Satisfied	Slightly Satisfied	Neutral	Slightly dissatisfied	Very dissatisfied
The consistency of university advertisements across billboards contribute to building trust in the institution.	37.14%	40%	17.14%	5.71%	0

I find university billboards helpful in making informed decisions about potential majors or courses.	25.71%	34.29%	22.86%	11.43%	5.71%
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Furthermore, question no 9 and 10 remain among the scale of very satisfied and slightly satisfied, that shows the proper process of advertisement through billboards with consistency helps students to build trust about that institute, and it also helps students to learn more about the courses of the universities.

**Table 6**  
**Testimonials and Multiplicity**

Statement	Very Satisfied	Slightly Satisfied	Neutral	Slightly Dissatisfied	Very Dissatisfied
The use of testimonials or success stories on billboards positively impacts my perception of the university.	34.29%	37.14%	28.57%	0	0
I am more likely to explore a university further if I see its advertisements on multiple billboards.	45.71%	28.57%	22.86%	2.86%	0

Question no 11 and 12 shows that students are highly influenced by the success stories of universities on the billboards to build more trust and it also produces lust to explore more about that universities, that simply shows billboards are always attractive and catchy and also successfully grab attention of the students.

**Table 7**  
**Assessing the Influence of Language, Location, and Impact of University Billboard Advertisement on Shaping Opinions and Decisions**

Statement	Very Satisfied	Slightly Satisfied	Neutral	Slightly dissatisfied	Very dissatisfied
The language and messages on university billboards play a role in shaping my opinion about the institution.	41.18%	23.53%	20.59%	2.94%	11.76%
The location of the university billboards (e.g, near the campus, on public transit routes) affects their impact on me.	48.57%	20%	22.86%	5.71%	2.86%
University billboards affected my decision-making process when choosing an educational institution.	37.14%	28.57%	28.57%	2.86%	2.86

While analyzing question no 13, 14 and 15 shows billboards influence students to make decision about choosing universities, the information about location, and persuasive techniques to attract students are highly successful to attract students and create their mindset about the courses, programs, and infrastructure of universities.

In conclusion, all these 15 questions, and the percentage that is given by the Survey Heart app about each question shows that majority of students are satisfied that billboards are created with proper information, messaging, details about infrastructure, location and their success stories to attract students and it highly impact student's enrollment decision .

## Conclusion

In conclusion, this research delves into progress landscape of higher education, where universities are highly adopting business oriented norms, and utilizing transit advertisement through billboards, to establish their identity as individualized one and attract student's attention. A billboard is a sort of outdoor advertisement that is placed in strategic areas and has brief messaging so that viewers may read and comprehend it quickly (Banda & Oketch, 20). This research consist of mix method approach, having

qualitative and quantitative data analysis of visuals of billboards and survey through Marxist theory, and mix marketing 4ps of marketing, to analyze the effects of advertisement on the students enrollment decision.

The visual data analysis of the billboards of different private universities shows various strategies employed by these institutions to make them brands, and attract students. Marxist theory helps to highlight the power dynamics and class consideration in the context of education, while 4ps of marketing shed light on universities position themselves as products with competitive market.

The survey data supported the idea that universities advertisement through billboards plays a crucial role in influencing student's mindset and enrollment decision. The majority of students expressed their view of satisfaction with the effectiveness of billboards proving clear information about courses, programs, infrastructure, success stories, motivations, and creating positive image. The color scheme and picture display on the university billboards are the visual elements. The visual element Lead, display, and emblem are analyzed. The identity is displayed on the lead aspect of each billboard, which is the portion of the visual element that is given more emphasis by the placement, size, and color selections (Gunther; Kress & Leeuwen, 2006).

In final terms, According to Socrates, education is a means of fostering knowledge, which is essential for living a decent life. He also considered an educated person to be smart, or someone who understands how to live a good life. According to him, there is no "necessary relationship to schools or diplomas". For this reason, it would probably surprise us to hear the word wisdom in an educational context. We probably never even consider the possibility that wisdom and education may be so closely associated. Our culture tends to equate education with the acquisition of information and skills rather than with the potential of education to nurture wisdom in students (Mitchell, 1987).

For universities it is not good advertise themselves just for the sack of economic gain. For universities it is suggested to maintain their core essence of education, real purpose of education and educational institutes. It is recommended for universities to make educational institutes for educational purposes no for branding and advertisement only. Education enlightens people, makes them humans, nurtures them, and helps them to think critically, but living in capitalist society does not mean that universities should adopt capitalist ideology; instead educational institutes should be what they were meant to be.

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