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**Abstract**

Research on the marketing practices of religiously affiliated post-secondary education (PSE) organizations is scarce, and generally geared towards assessing their “fidelity” to their religious roots. Through this study, we seek to examine the promotional strategies employed by 194 Catholic universities and colleges (CUCs) in the USA. Using a mixed-methodological form of content analysis, we examine the textual and graphic content of their institutional home webpages. We find that CUCs promise prospective students holistic self-actualization through (i) personalized attention within the classroom and (ii) a wholesome social environment. These efforts are found to render CUCs a “boutique” alternative to mainstream PSE institutions. (HRK / Abstract übernommen)  
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