## **Introduction**

The marketing sector has witnessed considerable upheaval in recent years due to the introduction of new technology, evolving consumer behaviour, and the global COVID-19 pandemic. Marketing continually evolves, with fresh innovations altering how organizations communicate with clients. The pandemic has altered marketing plans and pressured the education sector to address issues never dreamed of before COVID-19. Owing to the pandemic, many institutions and schools have closed, requiring students to complete their education online (Chang & Chou, 2021). The pandemic has compelled the United States International University Africa (USIU-Africa) to alter its marketing strategies. The purpose of this study is to assess the effect that COVID-19 has on the marketing strategies used by USIU-Africa

Located in Nairobi, Kenya, USIU-Africa is a private, non-religious learning institute. USIU-Africa allows students to pursue undergraduate and graduate degrees in various disciplines, such as business, the humanities, and the social sciences. More than 70 countries are represented by USIU-Africa students (Njoroge, 2022).The COVID-19 pandemic has faced the university with additional hurdles, necessitating modifications to its marketing methods. The pandemic has significantly altered consumer behaviour, including an increase in the amount of time spent online and a reorganization of purchasing priorities. To adapt to the current context, USIU-Africa has had to change its marketing strategies (Njunguna & Yogo, n.d.). Sadly, it has yet to be evident how efficient these approaches are; consequently, it is vital to research their implications.

This study aims to analyze how COVID-19 has affected the marketing operations of USIU-Africa.This study aims to determine whether or not USIU-Africa changed its marketing approach in reaction to the pandemic and, if so, how successful those changes were. The purpose of the study is also to identify the difficulties that USIU-Africa will have in adapting to the changing environment and to provide viable solutions that might be put into practice. The value of this study is that it will add to the body of knowledge already available about the impact that COVID-19 has had on marketing strategies used in the education industry. In addition, it will cast light on the obstacles that institutions such as USIU-Africa have had to overcome to adjust to the new milieu and propose best marketing practices in the post-pandemic age. Understanding how COVID-19 affects marketing initiatives can assist USIU-Africa in creating successful marketing plans.