**THE IMPACT OF COVID-19 ON THE MARKETING STRATEGIES OF USIU\_AFRICA**

## **Statement of the Problem**

The COVID-19 pandemic has significantly impacted the entire world, including the educational system. In response to the new reality of the pandemic, higher education institutions, particularly USIU-Africa, have had to significantly modify their marketing strategies (Rono & Waithera, 2021). The study aims to assess the effectiveness of the changes USIU-Africa made to its marketing activities in response to the pandemic. The study will evaluate the difficulties USIU-Africa encountered in adapting to the pandemic and how it overcame them. The study will also highlight the best practices adopted by USIU-Africa in response to the pandemic, which could serve as an example for other higher education institutions dealing with similar issues.

This study is critical because it will contribute to the literature on how COVID-19 affects marketing strategies in higher education institutions. The results of this study will provide information on the strategies used by USIU-Africa to combat the pandemic and how effective they have been. In light of the pandemic and beyond, these findings will help other higher education institutions develop effective marketing initiatives. The study's outcomes will aid in elucidating how educational institutions might adapt their marketing tactics to meet the evolving needs of their target consumers. The study's findings will also be helpful to policymakers and stakeholders in the education sector, who may use them to build policies that support institutions in adapting to the new normal. The study will also establish the basis for ongoing research into how the pandemic affects higher education institutions' marketing tactics and how these institutions may prepare for future crises.