**Significance of the Study**

Higher education institutions all across the world are confronting a unique issue as a result of the COVID-19 pandemic. Because traditional campuses are being phased out in favour of online learning, educational institutions have been forced to rethink their marketing strategies for attracting and retaining students (Ali, 2020). Since students and their families face terrible economic circumstances and are concerned about the future, the pandemic has also added to the immense financial pressure that has been forced on educational institutions. In this context, it is of the utmost importance to comprehend how COVID-19 has impacted the marketing strategies used in higher education and to identify solutions to improve student recruitment and retention.

The proposed study intends to determine how COVID-19 has affected the marketing methods utilized by USIU-Africa to recruit and retain students. The study will shed light on the effectiveness of the university's safety procedures during the pandemic and identify areas for improvement. The study's results will significantly assist the university's marketing department as it works to adapt to shifting conditions and enhance student enrollment and retention. The study's conclusions may substantially impact the area of marketing as a whole. There is a need for a study that studies the COVID-19 pandemic's consequences on several industries because it has brought significant upheaval to the marketing industry. This study will contribute to the body of knowledge in this field by examining the impact of COVID-19 on the marketing methods employed in the higher education business. Also, the knowledge may be helpful to other businesses, assisting in developing marketing strategies in response to the pandemic.

The study's potential impact on student recruitment and retention cannot be overstated. The marketing operations of USIU-Africa, a prestigious university in East Africa, may impact many students' academic and professional futures. The institution may play a crucial role in fostering its students' academic and professional success by increasing student recruitment and retention. Hence, the university and its students will benefit substantially from the study's outcomes.

Overall, the suggested study is essential for marketing and higher education. By examining the impact of COVID-19 on USIU - Marketing Africa's approaches to student recruitment and retention, the study will provide valuable insights that can be used to improve the university's marketing efforts and to advise other institutions facing similar challenges. This research is significant and beneficial due to its potential contributions to the field of marketing as well as its implications for student recruitment and retention.