## **Definition of Terms**

A few essential terms in this study must be defined for the reader to grasp the context in which they are employed. The terms include:

1. COVID-19: A highly contagious respiratory illness caused by the novel coronavirus SARS-CoV-2, which emerged in Wuhan, China, in December 2019 and has since spread worldwide. The pandemic caused by the spread of COVID-19 has considerably impacted enterprises and organizations worldwide, particularly in USIU-Africa.

2.. Marketing strategies: The marketing methods implemented by USIU Africa to lure in and retain students despite the limits brought on by the COVID-19 pandemic are critical to this study.

## **Chapter Summary**

This study aimed to investigate how COVID-19 affects the marketing strategies employed by USIU-Africa.

The chapter begins with a brief introduction of the topic, including the current situation of the marketing business and the challenges faced by organizations such as USIU Africa. A literature study was also conducted, looking at relevant studies concerning how COVID-19 affects marketing efforts. The influence of COVID-19 on USIU Africa's marketing strategies was identified as the research problem.

The study's purpose, rationale, and objectives were then explained. The study's specific objectives, which are intended to contribute to achieving the broader goal, were also outlined. A list of research questions and hypotheses directed the data collection and analysis. The reason and Significance of the study were then addressed in detail, underlining the worth of the study and its predicted contributions to the field of marketing and higher education. The study's duration, demographics, and sample size were also mentioned, along with any limitations or hypotheses that would influence its conclusions. The chapter concluded with a summary that emphasized the importance of the study and highlighted the key points made. This chapter is the foundation for the rest of the dissertation, providing a clear and short introduction to the study subject and its importance.