## **Scope of the Study**

The study population will include current and prospective USIU-Africa students and the institution's marketing staff and administration. A representative population sample will ensure the findings apply to the entire population. The sample size will be determined using probability sampling procedures. Due to time and resource constraints, the sample size may be small and need to reflect the spectrum of ideas in the community adequately.

On the other hand, it is crucial to identify any limitations or assumptions that could influence the study's findings. Self-reported data has several potential drawbacks, as survey respondents may need more accurate information. The study may also be affected by the pandemic's quick state change, as new legislation and technological improvements may affect how successfully USIU Africa's marketing efforts operate. Given these restrictions, the study will strive to provide a complete analysis of how COVID-19 has impacted USIU Africa's marketing efforts to attract and keep students.