“The Covid Pandemic has undoubtedly led to changes in consumer behaviour within a broad range of markets and industries; select a market / industry vertical to discuss and illustrate how such changes in Consumer Behavior have led to corresponding changes in corporate Strategic Marketing Planning”. This is an Individual Assignment. You are required to prepare a 2,000-word report on the subject outlined above; your work will be assessed according to the following criteria: Breadth of research: peer-reviewed research journals, academic periodicals, textbooks, and the internet should be consulted Presentation: structure, use of English, clarity, conciseness, and focus. Insight, critical thinking, originality, use of well-supported argument. Application of theory in context, use of examples, support. Use published research and case examples to support your paper.