



**Fayoum University**  
**Faculty of Social Work**  
**Department of Social Work Fields**

**Research summary**

**Requirements for the social worker to use innovative marketing of youth centers  
activities in the countryside**

**Preparation**

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## Abstract

This study aimed to define the requirements of the social worker to use innovative marketing in promoting and improving social activities and programs presented in youth centers in the countryside. It also aimed to know the views of social workers working in those youth centers regarding their identification of the requirements of innovative marketing and in relation to the most important positives achieved by centers Youth in the event that they are adopted in presenting their various activities on the innovation side, especially in the aspect of marketing these activities to young people in an innovative way, away from the traditional and the usual two times

In order to achieve these goals, a questionnaire was designed and distributed to the social workers in these youth centers, which number (112) youth centers in some villages in Fayoum Governorate. A set of statistical tests (Pearson coefficient - T test - mono-variance analysis - weighted weight) were used to test the hypotheses and analyze the data

Among the most important results of this study are the need and desire of social workers to use innovative marketing to improve the quality of youth centers activities. The results also showed the importance of developing the skills of senior leaders and administrative cadres to achieve the highest levels of effectiveness and efficiency in youth centers 'adoption of innovative marketing strategies. Also the necessity of having a database of social workers in youth centers to support the creation of information related to the implementation of activities and the ease of assessing and updating the quality of activities and their development and the use of innovative marketing to increase the level of participation and benefit of young people in these activities

: Key words

"Creative Marketing - Youth Centers - Social Worker - Fluency - Authenticity - Flexibility"