

Title: A future vision from the perspective of the Community Organization Method to achieve Marketing Knowledge within Civil Associations

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The aim of the current study was to propose a future vision from the perspective of community organization to achieve marketing knowledge within the civil associations in Fayoum Governorate. The study utilized a social survey method with a sample of board members and activity coordinators in civil associations in Fayoum Governorate. The researcher developed a measurement questionnaire to assess the level of marketing knowledge dimensions in the civil associations, and the reliability and validity of the measurement tool were confirmed. The primary sample of the study consisted of 153 individuals. The study's results revealed that despite the good marketing knowledge possessed by board members and activity coordinators in the civil associations in Fayoum Governorate (knowledge of marketing processes, knowledge of competitors and the market, knowledge of service, knowledge of beneficiaries, and knowledge of technology), they are in desperate need of developing marketing knowledge across its various dimensions. This is necessary to identify their future project and service needs and to gain more trust from beneficiaries and senior management. The current research proposed a future vision from the perspective of community organization to achieve marketing knowledge within civil associations.

Keywords: Marketing knowledge, civil associations, community organization method