

Abstract

Title: Social marketing for Egyptian presidential initiatives to integrate marginalized groups into society

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This study is one of the descriptive and analytical studies that focused on describing and determining the level of social marketing as one of the factors helping to spread and support presidential initiatives to integrate marginalized groups into society. For businessmen to participate in the implementation of the presidential initiatives, and finally to determine the level of social marketing for the presidential initiatives of NGOs to participate in the implementation of the presidential initiatives. Represented by all social workers working in those departments, their number reached (85), and the study concluded that the level of social marketing for presidential initiatives to integrate marginalized groups into society is generally weak. For businessmen it amounted to (70.34%) and the relative strength of social marketing for the presidential initiatives of NGOs amounted to (64.06%), according to the above.

