

ABSTRACT

- THE STUDY PROBLEM:

The university is one of the backbone elements for the development of community though some fields such as the special units. In the light of the link between university and community, the former is assumed to develop its resources to strengthen its relationship with the latter. That is because the effective university is able to meet the needs of its persons internally and externally.

In the light of the review of literature, it was clear that there was an urgent need to study the university special units. The research problem was stated in the following question:

- **What is the futuristic plan for developing the university special units for the service of community and marketing its services?**

It was subdivided into the following four sub-questions:

- 1) What are the international changes and challenges and their impact on the university mission and roles?
- 2) What is the reality of the special units in Benha University?
- 3) What are the current international trends followed by universities in marketing their services for their communities ?
- 4) What is the form of the suggested futuristic plan for developing the university special units for the service of the community and marketing for these services?

- STUDY OBJECTIVES:

1. Defining the international changes and challenges and their impact on the university mission and roles.
2. Examining the reality of the special units in Benha University.
3. Benefiting from some international trends followed by the university in marketing its services for the community.
4. Developing a suggested futuristic plan for developing the university special units for the service of the community and marketing for these services.

- STUDY METHODOLOGY:

The present study followed the futuristic analytical method.

- STUDY TOOLS:

The present study followed Delphi Questionnaires in order to identify the dimensions of developing the special units .

- STUDY LIMITATIONS:

The present study limited itself to the following:

- 1- The special units in all the faculties of Benha University (n= 33).
- 2- A random sample experts and officers at the special units (n= 100).

- STUDY PROCEDURES:

1. The general framework of the study: Problem, Objectives, Method, Tools, Limitations, Terminology, and Procedures.

2. The regional and international changes and challenges and their impact on the university mission and roles: University concept, its roles, globalization, information technology, communication revolution ... etc.
3. University services for the community.
4. Marketing the university services.
5. Field study and its procedures.
6. Interpretation of the field study results.
7. The suggested futuristic plan for the university special units for the service of the community and marketing for these services.

- STUDY RESULTS:

- 1- The special units in Benha University should achieve some future objectives for the service of the community and the university.
- 2- In order to do this, they should carry out some activities according to the community needs.
- 3- The special units in Benha University should have some administrative and technical tasks and skills for fostering the work inside them.
- 4- These units should look for authorities, institutions and agencies to help them in marketing the services.
- 5- They should apply the electronic advertisement on their services using the great modern technologies.
- 6- They should look for extra funding sources for their services other than the governmental ones so as to implement their plans and achieve their objectives.
- 7- They should apply the evaluation techniques in order to develop the quality of their services.
