

## **Faculty Profile - Mr. Bruno Teles**



**COLLEGE OF BUSINESS**

**PRINCIPLES OF MARKETING**

Mr. Bruno Teles is a professor for Principles of Marketing in the College of Business.

Mr. Teles worked as a corporate lawyer for the energy sector in Brazil. Dissatisfied with his position, he decided to pursue a MBA at ORU, and was invited to teach in the College of Business. He likes to help students and loves to listen to their dreams, ideas, and suggestions.

### **About the Course**

You will study the structure of consumer and industrial markets and analyze markets using relevant research and data. Working in teams, you will research and study marketed products and the behavioral influences of consumers. Case studies will be used to investigate marketing position strategies, segmentation, and targeting used by organizations.

### **Contact information**

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