

2027 Marketing Calendar

Key Events for Specific Audiences in the APAC

Drive Year-Round Revenue
with Targeted Campaigns





Year-Round Campaigns for Greater Loyalty

In this 2027 calendar, we help you identify prime opportunities to engage your key audiences in Asia-Pacific (APAC):

In this 2027 calendar, we help you identify prime opportunities to engage your key audiences in Asia-Pacific (APAC):

- **Students**
- **Educators**

Understanding the moments that matter most to your audience can help you move beyond generic promotions, and show that you truly know and value them.

Use this guide to craft highly personalized offers and messages that resonate deeply, foster loyalty, and drive conversions all year round.

How to use the academic windows

Students:

Use semester starts for back-to-campus planning, exam periods for study-related messaging, and breaks for seasonal campaigns. A month range does not mean every student is on break for that entire period.

Educators:

Use the same university rhythms to plan faculty preparation before classes and grading around exams. These are campaign-planning suggestions; do not apply them automatically to K-12 teachers or assume student breaks are staff holidays.



Japan

Funding:
Some JASSO scholarships pay monthly. For example, its Honors Scholarship for eligible international students runs April–March or October–March. Treat April/October as program–start windows, not universal student paydays.

Sources: Study in Japan / JASSO · University of Tokyo calendar example · JASSO Honors Scholarship



STUDENTS

International Students’ Day
November 17, 2027



EDUCATORS

World Teachers’ Day
October 5, 2027



ACADEMIC PLANNING WINDOWS

Winter final exams / assessments
January –February 2027

Spring Break
February–March 2027

Spring semester starts
April 2027

Summer final exams / assessments
Late July–early August 2027

Summer break
Late July/August–September 2027
(Exact length varies)

Fall semester starts
September–October 2027

Winter Break
Late December 2027 – January 2028

India

Funding: Scholarship applications and renewals follow individual schemes; monitor the National Scholarship Portal around the new academic year and into the second half of the year. Payment follows verification and processing, with no shared semester disbursement date.

Sources: University of Delhi 2026–27 · IIT Bombay academic calendars · National Scholarship Portal



STUDENTS



EDUCATORS



ACADEMIC PLANNING WINDOWS

World Students’ Day
A.P.J. Abdul Kalam’s birthday
October 15, 2027

National Education Day
November 11, 2027

International Students’ Day
November 17, 2027

National Teachers’ Day
September 5, 2027

World Teachers’ Day
October 5, 2027

National Education Day
November 11, 2027

Winter semester starts
January 2027

Spring final exams / assessments
April–June 2027

Spring mid-semester break
March 2027

Summer semester starts
July–August 2027

Festival recess
October–November 2027

Winter final exams / assessments
November–December 2027

Winter Break
Late December 2027 – early January 2028

Indonesia

Funding:
KIP Kuliah includes tuition support and a living allowance for eligible students. Disbursement depends on enrollment verification and processing; check with the institution. Do not infer a cash-payment date from the semester start or monthly allowance rate.

Sources: UGM academic calendar · UI 2026–27 calendar · KIP Kuliah guidance



STUDENTS

National Education Day
Hari Pendidikan Nasional
May 2, 2027

International Students’ Day
November 17, 2027



EDUCATORS

National Education Day
Hari Pendidikan Nasional
May 2, 2027

World Teachers’ Day
October 5, 2027

National Teachers’ Day
Hari Guru Nasional
November 25, 2027



ACADEMIC PLANNING WINDOWS

- Winter semester starts**
February 2027
- Spring Recess (Eid al-Fitr)**
March 9–10, 2027
- Spring final exams / assessments**
June–July 2027
- Summer break**
June/July–August 2027
- Fall semester starts**
August–September 2027
- Winter final exams / assessments**
December 2027 –January 2028
- Winter Break**
December 2027 –January 2028

Philippines

Funding:
Plan around January–February and July–August for Prouni scholarship selection and enrollment cycles. Prouni covers tuition; these are application/award windows, not dates when all students receive spending money.

Sources: USP calendar · UFRJ calendar · Prouni · Prouni January cycle · Prouni July cycle



STUDENTS

National Students’ Day
November 17, 2027



EDUCATORS

National Teachers’ Month
September 5–October 5, 2027

National Teachers’ Day
October 5, 2027
(Also World Teachers’ Day)



ACADEMIC PLANNING WINDOWS

Winter Break
December 2026 – January 2027

Winter semester starts
January–February 2027

Spring Break (Holy Week/Lenten)
Late March 2027

Summer final exams / assessments
May–June 2027

Summer break
June/July–Early August 2027

Summer semester starts
August–September 2027

Winter final exams / assessments
December 2027 – January 2028

Winter Break
Late December 2027 – January 2028

Australia

Funding:
Eligible income support such as Austudy is normally paid fortnightly, not as a semester lump sum. Treat February–March and July as enrollment and budget–planning moments, not national funding–release dates.

Sources: Study Australia semester guide · Melbourne 2027 dates · Services Australia / Austudy



International Students’ Day
November 17, 2027



World Teachers’ Day
October 5, 2027

World Teachers’ Day
October 29, 2027*

**October 29, 2027 is calculated from the last-Friday-in-October rule documented by the Queensland College of Teachers. Confirm against the 2027 organizer announcement before publication; a 2027 announcement was not located.*



Winter semester starts
February–March 2027

Spring break
March–April 2027

Summer final exams / assessments
June 2027

Summer break
Late June–July 2027

Summer semester starts
July 2027

Fall break
September–October 2027

Winter final exams / assessments
November 2027

Winter Break
Late November 2027 – February 2028