

2027 Marketing Calendar

Key Events for Specific Audiences in the LATAM

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 Latin America:

- **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.



Mexico

Funding:
Jóvenes Escribiendo el Futuro is an example of aid for eligible students: support covers 10 months, normally in two-month payments, excluding July–August. Verify the actual 2027 payment calendar; do not assume a semester-wide cash payout.

Sources: UNAM 2026–27 ·
Tec semester guide ·
JEF payment guidance



STUDENTS

Holy Week
Semana Santa
March 21 – March 28, 2027

Student Day
Día del Estudiante
May 23, 2027

International Students’ Day
Día Internacional del Estudiante
November 17, 2027



EDUCATORS

Teachers’ Day
Día del Maestro
May 15, 2027

World Teachers’ Day
Día Mundial de los Docentes
October 5, 2027



ACADEMIC PLANNING WINDOWS

Winter semester starts
January–February 2027
(February is common at UNAM and Tec.)

Spring Break
Late March 2027

Spring final exams / assessments
May–June 2027

Summer break
June–July 2027 (into early August)
(After exams, optional summer courses may run)

Fall semester starts
August 2027

Winter final exams / assessments
November–December 2027

Winter Break
Late December 2027 – January 2028

Brazil

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



Student Day
Dia do Estudante
August 11, 2027

International Students’ Day
Dia Internacional do Estudante
November 17, 2027

EDUCATORS



National Pedagogue Day
Dia Nacional do Pedagogo
May 20, 2027

World Teachers’ Day
Dia Mundial dos Professores
October 5, 2027

Teachers’ Day
Dia do Professor
October 15, 2027

ACADEMIC PLANNING WINDOWS



Winter Break
December 2026 – February/early March 2027

Winter semester starts
February–March 2027

Summer final exams / assessments
June–July 2027
(Some courses assess throughout the term)

Summer break
July–Early August 2027

Fall semester starts
August 2027

Winter final exams / assessments
November–December 2027
(Some courses assess throughout the term)

Winter Break
December 2027 – February/early March 2028