

Marketing and Data Intelligence (Jul28) 2026-2027 Academic Calendar

Please note that this calendar is subject to change if deem necessary

August '26						
Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September '26						
Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October '26						
Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

November '26						
Mo	Tu	We	Th	Fr	Sa	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

December '26						
Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

January '27						
Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February '27						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March '27						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April '27						
Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May '27						
Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June '27						
Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July '27						
Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August '27						
Mo	Tu	We	Th	Fr	Sa	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

	w	start date	end date
Programme orientation	2	Aug 17, 2026	Aug 30, 2026
BLOCK 1			
Course 1 weeks 1-7: Foundations of Marketing, Data and AI	7	Aug 31, 2026	Oct 18, 2026
Break	1	Oct 19, 2026	Oct 25, 2026
Course 1 weeks 8-15: Foundations of Marketing, Data and AI	8	Oct 26, 2026	Dec 20, 2026
Winter Break	2	Dec 21, 2026	Jan 3, 2027
Course 1 weeks 16-20: Foundations of Marketing, Data and AI	5	Jan 4, 2027	Feb 7, 2027
BLOCK 2			
Course 2: Machine Learning	10	Feb 8, 2027	Apr 18, 2027
BLOCK 3			
Course 3 week 1: Marketing Strategy	1	Apr 19, 2027	Apr 25, 2027
Break	1	Apr 26, 2027	May 2, 2027
Course 3 weeks 2-10: Marketing Strategy	9	May 3, 2027	Jul 4, 2027
Summer Break	8	Jul 5, 2027	Aug 29, 2027
(2027-2028 Academic Year)		Aug 30, 2027	

Day of live sessions, Amsterdam time (CET/CEST)	Usually on Wednesdays
Examination days	
Holidays 2025-2026 (marked in red):	
Good Friday	Apr 3, 2026
Easter	Apr 5-6, 2026
Kings day	Apr 27, 2026
Liberation Day	May 5, 2026
Ascension Day	May 14, 2026
Whit Sunday	May 24, 2026
Whit Monday	May 25, 2026
Christmas Day	Dec 25, 2026
Boxing Day	Dec 26, 2026
New Year's Eve	Dec 31, 2026
New Year's Day	Jan 1, 2027

