

**Form - 1A SLO Compliance Log
Advertising**

(To be submitted by the author/publisher/applicant along with the manuscript)

GRADE – 9

Publisher Name: _____

Textbook Title and Grade: _____

Author Name/ Signature: _____

Date: _____

Please check the relevant box to record your textbook's compliance with the Progression Grid SLOs.

SLO Code (Progression Grid)	Covered Directly	Covered Indirectly	Covered in Addendum	Not Covered	Reference (Pg. No.; Line No.)
		(e.g., covered implicitly in content, covered through diagrams/ graphics, tables, activities, or assessments in textbooks)			
Domain A:	Introduction to Advertising				
[SLO: Adv-09-A-01]					
[SLO: Adv-09-A-02]					
[SLO: Adv-09-A-03]					
[SLO: Adv-09-A-04]					
[SLO: Adv-09-A-05]					
[SLO: Adv-09-A-06]					
[SLO: Adv-09-A-07]					
Domain B	The Process of Communication				

[SLO: Adv-09-B-01]						
[SLO: Adv-09-B-02]						
[SLO: Adv-09-B-03]						
[SLO: Adv-09-B-04]						
[SLO: Adv-09-B-05]						
[SLO: Adv-09-B-06]						
[SLO: Adv-09-B-07]						
[SLO: Adv-09-B-08]						
[SLO: Adv-09-B-09]						
[SLO: Adv-09-B-10]						
[SLO: Adv-09-B-11]						
[SLO: Adv-09-B-12]						
[SLO: Adv-09-B-13]						
[SLO: Adv-09-B-14]						
[SLO: Adv-09-B-15]						
[SLO: Adv-09-B-16]						
Domain C	Nature and Types of Advertising					
[SLO: Adv-09-C-01]						
[SLO: Adv-09-C-02]						
[SLO: Adv-09-C-03]						
[SLO: Adv-09-C-04]						
[SLO: Adv-09-C-05]						
Domain D	Segmenting and Targeting the Audience					
[SLO: Adv-09-D-01]						
[SLO: Adv-09-D-02]						

[SLO: Adv-09-D-03]						
[SLO: Adv-09-D-04]						
[SLO: Adv-09-D-05]						
[SLO: Adv-09-D-06]						
Domain E	Laws of Persuasion					
Domain F	Creative Writing					
Domain G	Visual Communication					
Domain H	Digital Marketing					
[SLO: Adv-09-H-01]						
[SLO: Adv-09-H-02]						
Domain I	Integrated Marketing Communication					
Domain J	Media Planning					
Domain K	Role of AI in Advertising (Grade 12)					
Domain L	Public Relations					
Domain M	Ethical Issues in Advertising					

