

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

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

**GRADE – 10**

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)			
<b>Domain A:</b>	<b>Introduction to Advertising</b>				
<b>Domain B</b>	<b>The Process of Communication</b>				
[SLO: Adv-10-B-01]					
[SLO: Adv-10-B-02]					
[SLO: Adv-10-B-03]					
[SLO: Adv-10-B-04]					
[SLO: Adv-10-B-05]					
[SLO: Adv-10-B-06]					

[SLO: Adv-10-B-07]						
<b>Domain C</b>	<b>Nature and Types of Advertising</b>					
<b>Domain D</b>	<b>Segmenting and Targeting the Audience</b>					
<b>Domain E</b>	<b>Laws of Persuasion</b>					
[SLO: Adv-10-E-01]						
[SLO: Adv-10-E-02]						
<b>Domain F</b>	<b>Creative Writing</b>					
[SLO: Adv-10-F-01]						
[SLO: Adv-10-F-02]						
[SLO: Adv-10-F-03]						
[SLO: Adv-10-F-04]						
[SLO: Adv-10-F-05]						
[SLO: Adv-10-F-06]						
<b>Domain G</b>	<b>Visual Communication</b>					
[SLO: Adv-10-G-01]						
[SLO: Adv-10-G-02]						
[SLO: Adv-10-G-03]						
<b>Domain H</b>	<b>Digital Marketing</b>					
[SLO: Adv-10-H-01]						
[SLO: Adv-10-H-02]						
[SLO: Adv-10-H-03]						
<b>Domain I</b>	<b>Integrated Marketing Communication</b>					

<b>Domain J</b>	<b>Media Planning</b>					
<b>Domain K</b>	<b>Role of AI in Advertising (Grade 12)</b>					
<b>Domain L</b>	<b>Public Relations</b>					
<b>Domain M</b>	<b>Ethical Issues in Advertising</b>					