

Form – 1A SLO Compliance Log Advertising

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

GRADE – 12

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				
Domain B	The Process of Communication				
Domain C	Nature and Types of Advertising				
Domain D	Segmenting and Targeting the Audience				
Domain E	Laws of Persuasion				

[SLO: Adv-12-E-01]						
[SLO: Adv-12-E-02]						
[SLO: Adv-12-E-03]						
[SLO: Adv-12-E-04]						
[SLO: Adv-12-E-05]						
[SLO: Adv-12-E-06]						
[SLO: Adv-12-E-07]						
Domain F	Creative Writing					
Domain G	Visual Communication					
Domain H	Digital Marketing					
[SLO: Adv-12-H-01]						
[SLO: Adv-12-H-02]						
[SLO: Adv-12-H-03]						
[SLO: Adv-12-H-04]						
[SLO: Adv-12-H-05]						
Domain I	Integrated Marketing Communication					
[SLO: Adv-12-I-01]						
[SLO: Adv-12-I-02]						
[SLO: Adv-12-I-03]						
[SLO: Adv-12-I-04]						
[SLO: Adv-12-I-05]						
[SLO: Adv-12-I-06]						
[SLO: Adv-12-I-07]						

[SLO: Adv-12-I-08]						
[SLO: Adv-12-I-09]						
[SLO: Adv-12-I-10]						
[SLO: Adv-12-I-11]						
[SLO: Adv-12-I-12]						
[SLO: Adv-12-I-13]						
[SLO: Adv-12-I-14]						
[SLO: Adv-12-I-15]						
[SLO: Adv-12-I-16]						
Domain J	Media Planning					
[SLO: Adv-12-J-01]						
[SLO: Adv-12-J-02]						
[SLO: Adv-12-J-03]						
[SLO: Adv-12-J-04]						
[SLO: Adv-12-J-05]						
[SLO: Adv-12-J-06]						
[SLO: Adv-12-J-07]						
Domain K	Role of AI in Advertising (Grade 12)					
[SLO: Adv-12-K-01]						
[SLO: Adv-12-K-02]						
[SLO: Adv-12-K-03]						
[SLO: Adv-12-K-04]						
[SLO: Adv-12-K-05]						
Domain L	Public Relations					
[SLO: Adv-12-L-01]						

[SLO: Adv-12-L-02]						
[SLO: Adv-12-L-03]						
[SLO: Adv-12-L-04]						
[SLO: Adv-12-L-05]						
[SLO: Adv-12-L-06]						
[SLO: Adv-12-L-07]						
[SLO: Adv-12-L-08]						
Domain M	Ethical Issues in Advertising					
[SLO: Adv-12-M-01]						
[SLO: Adv-12-M-02]						
[SLO: Adv-12-M-03]						
[SLO: Adv-12-M-04]						
[SLO: Adv-12-M-05]						