Form – 1B SLO Compliance Log
Advertising

(To be filled by the reviewer along with the manuscript)

GRADE – 9

Publisher Name: _____

Textbook Title and Grade: _____

Reviewer 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					