

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

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

GRADE – 10

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 <small>(e.g., covered implicitly in content, covered through diagrams/ graphics, tables, activities, or assessments in textbooks)</small>	Covered in Addendum	Not Covered	Reference <small>(Pg. No.; Line No.)</small>
Domain A:	Introduction to Advertising				
Domain B	The Process of Communication				
[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]						
Domain C	Nature and Types of Advertising					
Domain D	Segmenting and Targeting the Audience					
Domain E	Laws of Persuasion					
[SLO: Adv-10-E-01]						
[SLO: Adv-10-E-02]						
Domain F	Creative Writing					
[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]						
Domain G	Visual Communication					
[SLO: Adv-10-G-01]						
[SLO: Adv-10-G-02]						
[SLO: Adv-10-G-03]						
Domain H	Digital Marketing					
[SLO: Adv-10-H-01]						
[SLO: Adv-10-H-02]						

[SLO: Adv-10-H-03]						
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					

<i>For Reviewers Only</i>
Reviewer(s) Comments