

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

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

GRADE – 11

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				
[SLO: Adv-11-A-01]					
[SLO: Adv-11-A-02]					
[SLO: Adv-11-A-03]					
[SLO: Adv-11-A-04]					
[SLO: Adv-11-A-05]					

[SLO: Adv-11-A-06]						
[SLO: Adv-11-A-07]						
[SLO: Adv-11-A-08]						
[SLO: Adv-11-A-09]						
[SLO: Adv-11-A-10]						
[SLO: Adv-11-A-11]						
Domain B	The Process of Communication					
[SLO: Adv-11-B-01]						
[SLO: Adv-11-B-02]						
[SLO: Adv-11-B-03]						
[SLO: Adv-11-B-04]						
[SLO: Adv-11-B-05]						
[SLO: Adv-11-B-06]						
[SLO: Adv-11-B-07]						
[SLO: Adv-11-B-08]						
[SLO: Adv-11-B-09]						
[SLO: Adv-11-B-10]						
[SLO: Adv-11-B-11]						
[SLO: Adv-11-B-12]						
[SLO: Adv-11-B-13]						
[SLO: Adv-11-B-14]						
[SLO: Adv-11-B-15]						
[SLO: Adv-11-B-16]						
[SLO: Adv-11-B-17]						
[SLO: Adv-11-B-18]						

Domain C	Nature and Types of Advertising					
[SLO: Adv-11-C-01]						
[SLO: Adv-11-C-02]						
[SLO: Adv-11-C-03]						
[SLO: Adv-11-C-04]						
Domain D	Segmenting and Targeting the Audience					
[SLO: Adv-11-D-01]						
[SLO: Adv-11-D-02]						
[SLO: Adv-11-D-03]						
[SLO: Adv-11-D-04]						
[SLO: Adv-11-D-05]						
Domain E	Laws of Persuasion					
Domain F	Creative Writing					
Domain G	Visual Communication					
[SLO: Adv-11-G-01]						
[SLO: Adv-11-G-02]						
[SLO: Adv-11-G-03]						
Domain H	Digital Marketing					
[SLO: Adv-11-H-01]						
[SLO: Adv-11-H-02]						
[SLO: Adv-11-H-03]						
[SLO: Adv-11-H-04]						
[SLO: Adv-11-H-05]						

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

[SLO: Adv-11-L-05]						
[SLO: Adv-11-L-06]						
[SLO: Adv-11-L-07]						
[SLO: Adv-11-L-08]						
Domain M	Ethical Issues in Advertising					

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