Form – 1B SLO Compliance Log
Advertising

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

GRADE – 12

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**				
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]					

For Reviewers Only
Reviewer(s) Comments