

Form - 1A : SLO Compliance Log

Marketing

(to be submitted by 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 (e.g., covered implicitly in content, covered through diagrams/ graphics, tables, activities, or assessments in textbooks)	Covered in Addendum	Not Covered	Reference (Pg. No. ;Line No.)
Domain A	Introduction to Marketing & Brand Development Process				
[SLO: Mrk-12-A-01]					
[SLO: Mrk-12-A-02]					
[SLO: Mrk-12-A-03]					
[SLO: Mrk-12-A-04]					
[SLO: Mrk-12-A-05]					
[SLO: Mrk-12-A-06]					
[SLO: Mrk-12-A-07]					
[SLO: Mrk-12-A-08]					
[SLO: Mrk-12-A-09]					
[SLO: Mrk-12-A-10]					
[SLO: Mrk-12-A-11]					
Domain B	The Company and Marketing Strategy & Marketing and the Internet				

[SLO: Mrk-12-B-01]						
[SLO:Mrk-12-B-02]						
[SLO:Mrk-12-B-03]						
[SLO:Mrk-12-B-04]						
[SLO:Mrk-12-B-05]						
[SLO:Mrk-12-B-06]						
[SLO:Mrk-12-B-07]						
[SLO:Mrk-12-B-08]						
[SLO:Mrk-12-B-09]						
[SLO:Mrk-12-B-10]						
[SLO:Mrk-12-B-11]						
[SLO:Mrk-12-B-12]						
[SLO:Mrk-12-B-13]						
[SLO:Mrk-12-B-14]						
[SLO:Mrk-12-B-15]						
[SLO:Mrk-12-B-16]						
[SLO:Mrk-12-B-17]						
[SLO:Mrk-12-B-18]						
[SLO:Mrk-12-B-19]						
[SLO:Mrk-12-B-20]						
[SLO:Mrk-12-B-21]						
[SLO:Mrk-12-B-22]						
[SLO:Mrk-12-B-23]						
[SLO:Mrk-12-B-24]						
Domain C	The Marketing Mix & The Online Marketplace					
[SLO: Mrk-12-C-01]						

[SLO: Mrk-12-C-02]						
[SLO: Mrk-12-C-03]						
[SLO: Mrk-12-C-04]						
[SLO: Mrk-12-C-05]						
[SLO: Mrk-12-C-06]						
[SLO: Mrk-12-C-07]						
[SLO: Mrk-12-C-08]						
[SLO: Mrk-12-C-09]						
[SLO: Mrk-12-C-10]						
[SLO: Mrk-12-C-11]						
[SLO: Mrk-12-C-12]						
[SLO: Mrk-12-C-13]						
[SLO: Mrk-12-C-14]						
[SLO: Mrk-12-C-15]						
[SLO: Mrk-12-C-16]						
[SLO: Mrk-12-C-17]						
[SLO: Mrk-12-C-18]						
Domain D	Above-the-line Marketing & The World of Freelancing					
[SLO: Mrk-12-D-01]						
[SLO: Mrk-12-D-02]						
[SLO: Mrk-12-D-03]						
[SLO: Mrk-12-D-04]						
[SLO: Mrk-12-D-05]						
[SLO: Mrk-12-D-06]						
[SLO: Mrk-12-D-07]						
[SLO: Mrk-12-D-08]						
[SLO: Mrk-12-D-09]						

[SLO: Mrk-12-D-10]						
Domain E	Entering the Digital Era & My Video Presence					
[SLO: Mrk-12-E-01]						
[SLO: Mrk-12-E-02]						
[SLO: Mrk-12-E-03]						
[SLO: Mrk-12-E-04]						
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