Some quick conversions for magnetic units:

For geological materials, in the SI system:

B (Tesla) is magnetic induction, Be ranges from 25,000 nT to 70,000 nT

H (A/m) is magnetic field intensity, He ranges from 20 A/m to 56 A/m

J (Tesla) is magnetization, ranges from 10^1 to 10^4 nT for rocks

M (A/m) is magnetic moment per volume, for basalt 1-10 A/m, for Earth $7.6*10^{22}$ A/m

k is magnetic susceptibility, k for magnetite is ~ 3.6, so a rock with 1% magnetite has k ~.04 SI

μ_0 is the permeability of free space, $4\pi*10^{-7}$ h/m

B, **H**, **J**, and **M** are vectors.

The above are related like this:

$\mathbf{B} = \mu_0 * (\mathbf{H} + \mathbf{M})$

$\mathbf{J} = \mu_0 * \mathbf{M}$

$\mathbf{B} = \mu_0 * \mathbf{H} + \mathbf{J}$

$\mathbf{m} = k * \mathbf{H} = \mathbf{J}/\mu_0$

$\mathbf{H} = \mathbf{B}/\mu_0 - \mathbf{m}$, inside a material

$\mathbf{H} = \mathbf{B}/\mu_0$, outside a material

To convert SI to cgs (or vice versa):

SI	CGS
B, Tesla	10^4 Gauss
H (A/m)	$4\pi*10^{-3}$ oersted
m, (A/m)	10^{-3} emu/cm^3
k (dimensionless) 1	$1/4\pi$ cgs

Imagine a basalt with SI magnetization of 1 A/m, to get to emu/cm^3:

1 A/m * 1/(A/m) / (10^{-3} emu/cm^3) = .001 emu/cm^3.