

Standards Correlations

Cybersecurity in Marketing (8126)

Task	SOL Correlations	National MBA Research Standards	National Standards for Business Administration and Marketing
Demonstrating Personal Qualities and Abilities			
Demonstrate creativity and innovation.	English: 6.1, 6.3, 6.4, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7, 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 8.2, 8.4, 8.6, 8.7, 8.11, 8.12, 8.17, 8.18, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, AIL.9, COM.1, COM.3, COM.4, COM.5, COM.8, DM.7, DM.1*, DM.10, DM.2*, DM.3*, PS.3*, PS.4*, PS.7*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1		
Demonstrate critical thinking and problem solving.	English: 6.1, 6.3, 6.4, 6.5, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.5, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.5, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4,		

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	CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.10, 6.11, 7.2, 7.3, 7.8, 7.12, 7.13, 8.2, 8.4, 8.8, 8.9, 8.10, 8.11, A.8, A.9, G.1, G.13, G.14, AFDA.3, AFDA.5, AFDA.8, AII.9, AII.10, AII.11, COM.1, COM.3, COM.4, COM.5, COM.8, DM.4, DM.7, DM.1*, DM.2*, DM.3*, DM.9*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1		
Demonstrate initiative and self-direction.	English: 6.1, 6.4, 6.6, 6.7, 6.9, 7.1, 7.4, 7.6, 7.7, 7.9, 8.1, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1		
Demonstrate integrity.	English: 6.1, 7.1, 8.1, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1		
Demonstrate work ethic.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1		
Demonstrating Interpersonal Skills			

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Demonstrate conflict-resolution skills.	English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.4, 8.6, 8.7, 8.9, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, VUS.1		
Demonstrate listening and speaking skills.	English: 6.1, 6.2, 6.4, 6.6, 7.1, 7.2, 7.4, 7.6, 8.1, 8.2, 8.4, 8.6, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1		
Demonstrate respect for diversity.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, USII.9, VUS.1, VUS.13, WG.1, WHI.1, WHII.1		
Demonstrate customer service skills.	English: 6.1, 6.4, 6.7, 7.1, 7.4, 7.7, 8.1, 8.4, 8.7, 9.1, 9.5, 9.6, 10.1, 10.5, 10.6, 11.1, 11.5, 11.6, 12.1, 12.5, 12.6 History and Social Science: CE.1, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1		
Collaborate with team members	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1		
Demonstrating Professional Competencies			
Demonstrate big-picture thinking.	English: 6.1, 6.4, 7.1, 7.4, 8.1, 8.4, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5		

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	History and Social Science: CE.1, CE.4, CE.12, GOVT.1, GOVT.15, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1		
Demonstrate career- and life-management skills.	English: 6.1, 6.7, 7.1, 7.7, 8.1, 8.7, 9.1, 9.6, 10.1, 10.6, 11.1, 11.6, 12.1, 12.6 History and Social Science: CE.1, CE.4, CE.12, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 8.4		
Demonstrate continuous learning and adaptability.	English: 6.1, 6.4, 6.7, 6.9, 7.1, 7.4, 7.7, 7.9, 8.1, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.3, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: BIO.1, CH.1, LS.1, PH.1, PH.4, PS.1		
Manage time and resources.	English: 6.1, 6.2, 6.4, 6.7, 6.9, 7.1, 7.2, 7.4, 7.7, 7.9, 8.1, 8.2, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 7.10, 7.11, 7.12, 7.13, 8.4, 8.11, 8.12, 8.13, 8.14, 8.17, 8.18, A.4, A.5, A.8, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6,		

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	AFDA.7, AFDA.8, COM.1, COM.3, COM.5, COM.8		
Demonstrate information-literacy skills.	<p>English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.9, 9.2, 9.5, 9.6, 9.8, 10.2, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8</p> <p>History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1</p> <p>Mathematics: 6.10, 6.11, 7.8, 7.9, 8.11, 8.12, A.8, A.9, AFDA.3, AFDA.4, AFDA.6, AFDA.7, AFDA.8, DM.8, PS.1*, PS.2*, PS.3*, PS.4*, PS.7*, PS.8*, PS.9*, PS.10*</p> <p>Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1</p>		
Demonstrate an understanding of information security.	<p>English: 6.1, 6.2, 6.3, 6.4, 6.6, 6.7, 6.8, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.8, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.8, 8.9, 9.1, 9.2, 9.5, 9.6, 9.8, 10.1, 10.2, 10.5, 10.6, 10.8, 11.1, 11.2, 11.5, 11.6, 11.8, 12.1, 12.2, 12.5, 12.6, 12.8</p> <p>History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1</p> <p>Mathematics: COM.10</p>		
Maintain working knowledge of current information-technology (IT) systems.	<p>English: 6.1, 6.3, 6.4, 6.6, 6.9, 7.1, 7.3, 7.4, 7.6, 7.9, 8.1, 8.3, 8.4, 8.6, 8.9</p> <p>History and Social Science: CE.1, CE.4,</p>		

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	CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 7.8, COM.1, COM.2, COM.7, COM.9, COM.10, COM.11, COM.16, COM.18, PS.17 Science: BIO.1, CH.1, ES.1, PH.1		
Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.	History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 7.9, 8.4, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AII.4, AII.7, AII.9, COM.1, COM.7, COM.10, COM.11, COM.12, COM.16 Science: CH.1, ES.1, LS.1, PH.1, PS.1		
Apply mathematical skills to job-specific tasks.	English: 6.4, 6.6, 6.7, 7.4, 7.6, 7.7, 8.4, 8.6, 8.7, 9.5, 9.6, 10.5, 10.6, 11.5, 11.6, 12.5, 12.6 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.5, 6.6, 6.12, 6.13, 6.14, 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.8, 7.9, 7.11, 7.12, 7.13, 8.4, 8.5, 8.6, 8.8, 8.9, 8.10, 8.11, 8.12, 8.13, 8.14, 8.15, 8.16, 8.17, 8.18, A.1, A.3, A.4, A.5, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AFDA.8, AII.3, AII.7, AII.9, AII.10, COM.1, COM.7 Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1		

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Demonstrate professionalism.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1		
Demonstrate reading and writing skills.	English: 6.1, 6.6, 6.7, 7.1, 7.6, 7.7, 8.1, 8.6, 8.7, 9.1, 9.5, 9.6, 9.7, 10.1, 10.5, 10.6, 10.7, 11.1, 11.5, 11.6, 11.7, 12.1, 12.5, 12.6, 12.7 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: 6.1, PH.1, PS.1		
Demonstrate workplace safety.	English: 6.4, 7.4, 8.4, 9.5, 10.5, 11.5, 12.5 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1		
Examining All Aspects of an Industry			
Examine aspects of planning within an industry/organization.	History and Social Science: GOVT.16		
Examine aspects of management within an industry/organization.			
Examine aspects of financial responsibility within an industry/organization.			
Examine technical and production skills required of workers within an industry/organization.			

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Examine principles of technology that underlie an industry/organization.			
Examine labor issues related to an industry/organization.	History and Social Science: GOVT.16		
Examine community issues related to an industry/organization.	History and Social Science: GOVT.16		
Examine health, safety, and environmental issues related to an industry/organization.	History and Social Science: GOVT.16		
Addressing Elements of Student Life			
Identify the purposes and goals of the student organization.			
Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.			
Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.			
Identify Internet safety issues and procedures for complying with acceptable use standards.			
Exploring Work-Based Learning			
Identify the types of work-based learning (WBL) opportunities.			

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Reflect on lessons learned during the WBL experience.			
Explore career opportunities related to the WBL experience.			
Participate in a WBL experience, when appropriate.			
Exploring Cybersecurity Fundamentals			
Distinguish between data, information, and knowledge.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5 History and Social Science: WG.1, WHI.1		
Describe cybersecurity in marketing.	English: 10.5, 11.5, 12.5		
Examine legislative foundations that have shaped cybersecurity.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8	Business Administration- Acquire a foundational knowledge of information management to understand its nature and scope. Acquire foundational knowledge of business laws and regulations to understand their nature and scope. Acquire knowledge of the impact of government on business activities to make informed economic decisions.	
Define information assurance as it pertains to marketing.	English: 10.3, 11.3, 12.3 History and Social Science: GOVT.1, GOVT.16, VUS.1, WHII.1	Business Administration- Develop policies/procedures to protect	

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		workplace security.	
Define risk as it pertains to marketing.	English: 10.3, 11.3, 12.3	Business Administration- Identify potential business threats and opportunities to protect a business' financial well-being. Use risk management products to protect a business's financial well-being.	
Explain why organizations need to manage risk.	English: 10.5, 11.5, 12.5	Business Administration- Identify potential business threats and opportunities to protect a business' financial well-being. Use risk management products to protect a business's financial well-being.	
Identify the concept of cybersecurity risk management.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	Business Administration- Acquire a foundational knowledge of information management to understand its nature and scope. Identify potential business threats and opportunities to protect a business' financial well-being. Use risk management products to protect a	

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		business's financial well-being.	
Define data analytics and its influence on marketing/business from a security perspective.	English: 10.3, 10.5, 10.8, 11.3, 11.5, 11.8, 12.3, 12.5, 12.8	Business Administration- Acquire a foundational knowledge of information management to understand its nature and scope. Understand economic systems to be able to recognize the environments in which businesses function. Understand fundamental economic concepts to obtain a foundation for employment in business.	
Explain cybersecurity services provided to the organization or marketing as they relate to privacy issues and protecting systems against unauthorized access.	English: 10.5, 11.5, 12.5	Business Administration- Acquire foundational knowledge of business laws and regulations to understand their nature and scope. Comply with security rules, regulations, and codes (e.g., property, privacy, access, confidentiality) to protect customer and company information, reputation, and image. Determine needed safety policies/procedures to protect employees.	

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		<p>Develop policies/procedures to protect workplace security.</p> <p>Implement security policies/procedures to minimize chance for loss.</p>	
Describe the marketing effect of cyberattacks on various organizations.	English: 10.3, 10.8, 11.3, 11.8, 12.3, 12.8	<p>Business Administration-</p> <p>Identify potential business threats and opportunities to protect a business' financial well-being.</p> <p>Recognize management's role to understand its contribution to business success.</p> <p>Understand economic systems to be able to recognize the environments in which businesses function.</p> <p>Understand global trade's impact to aid business decision-making.</p> <p>Understand supply chain management role to recognize its need in business.</p> <p>Marketing-</p> <p>Understand the use of public-relations activities to communicate with targeted</p>	

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		audiences.	
Understanding Cyber Threats and Vulnerabilities in Marketing			
Describe cybersecurity threats as they relate to marketing.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8	Business Administration- Acquire a foundational knowledge of information management to understand its nature and scope. Acquire information to guide business decision-making. Comply with security rules, regulations, and codes (e.g., property, privacy, access, confidentiality) to protect customer and company information, reputation, and image. Create and access databases to acquire information for business decision-making. Develop policies/procedures to protect workplace security. Utilize information-technology tools to manage and perform work responsibilities.	
Describe the difference between a cyber threat and a vulnerability in marketing.	English: 10.3, 10.5, 10.8, 11.3, 11.5, 11.8, 12.3, 12.5, 12.8	Business Administration- Acquire information to guide business	

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		<p>decision-making.</p> <p>Implement security policies/procedures to minimize chance for loss.</p> <p>Utilize information-technology tools to manage and perform work responsibilities.</p>	
Identify different types of threat agents.	<p>English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8</p> <p>History and Social Science: GOVT.1, GOVT.6, GOVT.8, GOVT.9</p>	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Implement security policies/procedures to minimize chance for loss.</p> <p>Utilize information-technology tools to manage and perform work responsibilities.</p>	
Describe types of cyber threats.	<p>English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8</p> <p>History and Social Science: VUS.14</p>	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Implement security policies/procedures to minimize chance for loss.</p> <p>Utilize information-technology tools to manage and perform work responsibilities.</p>	

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Identify marketing attack vectors.	<p>English: 10.5, 11.5, 12.5</p> <p>History and Social Science: GOVT.1, GOVT.6, GOVT.9, VUS.13, VUS.14, WG.1</p>	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Implement security policies/procedures to minimize chance for loss.</p> <p>Utilize information-technology tools to manage and perform work responsibilities.</p>	
Examining Data Security and Ethics in Marketing Cybersecurity			
Differentiate between marketing ethics and laws.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8	<p>Business Administration-</p> <p>Acquire foundational knowledge of business laws and regulations to understand their nature and scope.</p> <p>Apply ethics to demonstrate trustworthiness.</p> <p>Recognize management's role to understand its contribution to business success.</p> <p>Understand operation's role and function in business to value its contribution to a company.</p> <p>Understand the nature of business to show its</p>	

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		<p>contributions to society.</p> <p>Utilize information-technology tools to manage and perform work responsibilities.</p> <p>Marketing-</p> <p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p>	
Describe branding and its importance for cybersecurity in marketing.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	<p>Business Administration-</p> <p>Reinforce company's image to exhibit the company's brand promise.</p> <p>Marketing-</p> <p>Position company to acquire desired business image.</p> <p>Position products/services to acquire desired business image.</p>	
Identify the importance of building a brand.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Reinforce company's image to exhibit the company's brand promise.</p>	

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		Marketing- Position company to acquire desired business image. Position products/services to acquire desired business image.	
Describe brand protection against malicious threat actors.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8	Business Administration- Comply with security rules, regulations, and codes (e.g., property, privacy, access, confidentiality) to protect customer and company information, reputation, and image. Implement safety procedures to minimize loss. Implement security policies/procedures to minimize chance for loss. Reinforce company's image to exhibit the company's brand promise. Marketing- Position company to acquire desired business image. Position products/services to acquire desired	

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		business image.	
Describe the importance of the registration and protection of domain names.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	<p>Business Administration-</p> <p>Acquire foundational knowledge of business laws and regulations to understand their nature and scope.</p> <p>Comply with security rules, regulations, and codes (e.g., property, privacy, access, confidentiality) to protect customer and company information, reputation, and image.</p> <p>Implement security policies/procedures to minimize chance for loss.</p>	
Understanding Marketing Data			
Explain the concept of personally identifiable information.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8	<p>Business Administration-</p> <p>Acquire foundational knowledge of business laws and regulations to understand their nature and scope.</p> <p>Comply with security rules, regulations, and codes (e.g., property, privacy, access, confidentiality) to protect customer and company information, reputation, and image.</p> <p>Implement security policies/procedures to minimize chance for loss.</p>	

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Explain how and why personal data is valuable to both an individual and to the organizations that collect it, analyze it, and make decisions based on it.	English: 10.3, 10.8, 11.3, 11.8, 12.3, 12.8 History and Social Science: WHI.1	Business Administration Acquire foundational knowledge of business laws and regulations to understand their nature and scope. Comply with security rules, regulations, and codes (e.g., property, privacy, access, confidentiality) to protect customer and company information, reputation, and image. Implement security policies/procedures to minimize chance for loss.	
Identify the most common ways marketing data is collected in the United States.	English: 10.3, 10.5, 11.3, 11.8, 12.3, 12.8 History and Social Science: WG.1, WHI.1	Business Administration- Acquire information to guide business decision-making. Marketing- Acquire foundational knowledge of marketing-information management to understand its nature and scope. Understand data-collection methods to evaluate their appropriateness for the research problem/issue.	

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Identify best practices for personal cyber hygiene.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8 History and Social Science: WG.1, WHI.1	Business Administration- Acquire information to guide business decision-making. Comply with security rules, regulations, and codes (e.g., property, privacy, access, confidentiality) to protect customer and company information, reputation, and image. Implement security policies/procedures to minimize chance for loss.	
Identify the most common ways marketing data is used.	English: 10.5, 11.5, 12.5	Business Administration- Acquire information to guide business decision-making. Apply data mining methods to acquire pertinent information for business decision-making. Create and access databases to acquire information for business decision-making. Marketing- Acquire foundational knowledge of marketing-information management to	

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		understand its nature and scope.	
Identify ubiquitous computing.	English: 10.5, 11.5, 12.5	Business Administration- Acquire information to guide business decision-making. Comply with security rules, regulations, and codes (e.g., property, privacy, access, confidentiality) to protect customer and company information, reputation, and image. Implement security policies/procedures to minimize chance for loss.	
Discuss security and privacy implications of ubiquitous computing.	English: 9.1, 10.1, 11.1, 12.1	Business Administration- Acquire information to guide business decision-making. Comply with security rules, regulations, and codes (e.g., property, privacy, access, confidentiality) to protect customer and company information, reputation, and image. Implement security policies/procedures to minimize chance for loss.	
Creating a Cyber Incident Response Form			

Task	SOL Correlations	National MBA Research Standards	National Standards for Business Administration and Marketing
Test the cyber incident response form for accuracy and relevance to a response.	English: 10.5, 11.5, 12.5	Business Administration- Apply verbal skills to obtain and convey information. Communicate with staff to clarify workplace objectives. Implement safety procedures to minimize loss. Read to acquire meaning from written material and to apply the information to a task. Record information to maintain and present a report of business activity. Utilize planning tools to guide organization's/department's activities.	Business Administration Core Standards Strategic Management Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department Utilize planning tools to guide organization's/department's activities.
Describe how a principal unit works with the appropriate response teams throughout the response event.	English: 10.5, 11.5, 12.5	Business Administration- Communicate with staff to clarify workplace objectives. Comply with security rules, regulations, and codes (e.g., property, privacy, access, confidentiality) to protect customer and	

Task	SOL Correlations	National MBA Research Standards	National Standards for Business Administration and Marketing
		<p>company information, reputation, and image.</p> <p>Implement security policies/procedures to minimize chance for loss.</p> <p>Implement teamwork techniques to accomplish goals.</p> <p>Manage internal and external business relationships to foster positive interactions.</p> <p>Record information to maintain and present a report of business activity.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>	
Rebuilding Public Trust After a Marketing Breach			
Respond to breaches honestly.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Comply with security rules, regulations, and codes (e.g., property, privacy, access, confidentiality) to protect customer and company information, reputation, and image.</p> <p>Develop policies/procedures to protect workplace security.</p>	

Task	SOL Correlations	National MBA Research Standards	National Standards for Business Administration and Marketing
		<p>Implement safety procedures to minimize loss.</p> <p>Implement security policies/procedures to minimize chance for loss.</p> <p>Record information to maintain and present a report of business activity.</p> <p>Reinforce company's image to exhibit the company's brand promise.</p> <p>Resolve conflicts with/for customers to encourage repeat business.</p> <p>Use communication skills to foster open, honest communications.</p> <p>Use social media to communicate with a business's stakeholders.</p>	
Act quickly to remedy a solution to the breach.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Implement teamwork techniques to accomplish goals.</p> <p>Record information to maintain and present a report of business activity.</p> <p>Reinforce company's image to exhibit the</p>	

Task	SOL Correlations	National MBA Research Standards	National Standards for Business Administration and Marketing
		<p>company's brand promise.</p> <p>Resolve conflicts with/for customers to encourage repeat business.</p> <p>Use social media to communicate with a business's stakeholders.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>	
Exploring Marketing Cybersecurity Careers			
Research career opportunities for cybersecurity professionals.	English: 10.8, 11.8, 12.8	<p>Business Administration-</p> <p>Utilize critical-thinking skills to determine best options/outcomes.</p> <p>Marketing-</p> <p>Participate in career planning to enhance job-success potential.</p>	<p>Business Administration Core Standards Professional Development</p> <p>Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career</p> <p>Utilize career-advancement activities to enhance professional development.</p>
Explore the cybersecurity careers in marketing affected by current and emerging technology.	English: 10.8, 11.8, 12.8	<p>Business Administration-</p> <p>Utilize critical-thinking skills to determine best options/outcomes.</p>	<p>Business Administration Core Standards Professional Development</p> <p>Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career</p>

Task	SOL Correlations	National MBA Research Standards	National Standards for Business Administration and Marketing
			Participate in career-planning to enhance job-success potential.
Identify the educational pathways for emerging cybersecurity professionals in marketing.	English: 10.8, 11.8, 12.8	Business Administration- Utilize critical-thinking skills to determine best options/outcomes.	Business Administration Core Standards Professional Development Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career Implement job-seeking skills to obtain employment. Participate in career-planning to enhance job-success potential.
Identify career paths and job titles within the cybersecurity/cyber forensics industry and career clusters.	English: 10.5, 11.5, 12.5	Business Administration- Utilize critical-thinking skills to determine best options/outcomes.	Business Administration Core Standards Professional Development Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career Participate in career-planning to enhance job-success potential.
Describe the basic strategies for seeking employment.	English: 10.5, 11.5, 12.5	Business Administration- Implement job-seeking skills to obtain employment.	Business Administration Core Standards Professional Development Understands concepts, tools, and strategies used to explore, obtain, and

Task	SOL Correlations	National MBA Research Standards	National Standards for Business Administration and Marketing
			develop in a business career Participate in career-planning to enhance job-success potential.
Describe essential elements of a traditional and an electronic résumé.	English: 10.5, 10.6, 10.7, 11.5, 11.6, 11.7, 12.5, 12.6, 12.7	Business Administration- Implement job-seeking skills to obtain employment. Utilize critical-thinking skills to determine best options/outcomes.	
Prepare a career portfolio.	English: 10.1, 10.6, 10.7, 11.1, 11.6, 11.7, 12.1, 12.6, 12.7	Business Administration- Utilize critical-thinking skills to determine best options/outcomes.	Business Administration Core Standards Professional Development Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career Participate in career-planning to enhance job-success potential.
Identify options for professional development in the field of digital and social media marketing.	English: 10.5	Business Administration- Utilize career-advancement activities to enhance professional development. Utilize critical-thinking skills to determine best options/outcomes.	