

PEARSON PLC
Form 6-K
October 02, 2009

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 6-K

**REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16 UNDER
THE SECURITIES EXCHANGE ACT OF 1934**

For the month of October 2009

PEARSON plc
(Exact name of registrant as specified in its charter)

N/A

(Translation of registrant's name into English)

**80 Strand
London, England WC2R 0RL
44-20-7010-2000**
(Address of principal executive office)

Indicate by check mark whether the Registrant files or will file annual reports
under cover of Form 20-F or Form 40-F:

Form 20-F X

Form 40-F

Indicate by check mark whether the Registrant by furnishing the information
contained in this Form is also thereby furnishing the information to the

Yes

No X

This Report includes the following documents:

1. A press release from Pearson plc announcing Director/PDMR Shareholding

**notification of transactions of directors, persons
discharging managerial responsibility or connected persons**

This form is intended for use by an *issuer* to make a *RIS* notification required by *DR 3.14R(1)*.

- (1) An *issuer* making a notification in respect of a transaction relating to the *shares* or debentures of the *issuer* should complete boxes 1 to 16, 23 and 24.
- (2) An *issuer* making a notification in respect of a derivative relating the *shares* of the *issuer* should complete boxes 1 to 4, 6, 8, 13, 14, 16, 23 and 24.
- (3) An *issuer* making a notification in respect of options granted to a *director/person discharging managerial responsibilities* should complete boxes 1 to 3 and 17 to 24.
- (4) An *issuer* making a notification in respect of a *financial instrument* relating to the *shares* of the *issuer* (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.

Please complete all relevant boxes should in block capital letters.

- | | | | |
|---|--|--|--|
| 1. Name of the <i>issuer</i> PEARSON PLC | 2. State whether the notification relates to (i) a transaction notified in accordance with <i>DR 3.1.4R(1)(a)</i> (ii) <i>DR 3.1.4(R)(1)(b)</i> a disclosure made in accordance with section 324 (as extended by section 328) of the Companies Act 1985; or i. both (i) and (ii) BOTH (i) AND (ii) | | |
| 3. Name of <i>person discharging managerial responsibilities/director</i> | 4. State whether notification relates to a <i>person</i> connected with a <i>person discharging</i> | | |

SUSAN FUHRMAN

managerial responsibilities/director named in 3 and identify the *connected person*

N/A

5. Indicate whether the notification is in respect of a holding of the *person* referred to in 3 or 4 above or in respect of a non-beneficial interest¹

Description of *shares* (including *class*), debentures or derivatives or financial instruments relating to *shares*

AMERICAN DEPOSITARY RECEIPTS

HOLDING

7. Name of registered shareholder(s) and, if more than one, the number of *shares* held by each of them

8. State the nature of the transaction

REINVESTMENT OF DIVIDEND UNDER COMPANY'S DRIP

SUSAN FUHRMAN

9. Number of *shares*, debentures or financial instruments relating to *shares* acquired

10. Percentage of issued *class* acquired (*treasury shares* of that *class* should not be taken into account when calculating percentage)

139

0.00002%

11. Number of *shares*, debentures or financial instruments relating to *shares* disposed **N/A**

12. Percentage of issued *class* disposed (*treasury shares* of that *class* should not be taken into account when calculating percentage) **N/A**

13. Price per *share* or value of transaction

14. Date and place of transaction

29 SEPTEMBER 2009 - NEW YORK

\$12.6276

15. Total holding following notification and total percentage holding following notification (any *treasury shares* should not be taken into account when calculating percentage)

16. Date issuer informed of transaction

1 OCTOBER 2009

9,048

0.00112%

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes

17. Date of grant

18. Period during which or date on which it can be exercised

N/A

N/A

19. Total amount paid (if any) for grant of the option

20. Description of *shares* or debentures involved (*class* and number)

N/A

N/A

21. Exercise price (if fixed at time of grant) or indication that price is to be

22. Total number of *shares* or debentures over which options held following notification

fixed at the time of exercise

N/A

N/A

23. Any additional information

24. Name of contact and telephone number for queries: **JENNIFER BRAUNHOFER, ASSISTANT COMPANY SECRETARY, 020 7010 2256.**

N/A

Name and signature of duly authorised officer of issuer responsible for making notification

JENNIFER BRAUNHOFER

ASSISTANT COMPANY SECRETARY

Date of notification 2 OCTOBER 2009

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

PEARSON plc

Date: 02 October, 2009

By: /s/ STEPHEN JONES

Stephen Jones
Deputy Secretary