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PEARSON PLC
Form 6-K
May 08, 2007

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 May, 2007

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 Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934

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.

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(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 issuer

PEARSON PLC

2. State whether the notification relates to (i) a transaction notified in accordance with DR3.1.4R(1) (a)

(ii) DR3.1.4(R) (1) (b) a disclosure made in accordance with section324 (as extended by section328) of the Companies Act 1985; or

both (i) and (ii)

BOTH (i) AND (ii)

3. Name of person discharging managerial responsibilities/ director

DAVID BELL

4. State whether notification relates to a person connected with a person discharging managerial responsibilities/ director named in 3and identify the connected person

N/A

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

HOLDING

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

ORDINARY 25P EACH

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

DAVID BELL

8. State the nature of the transaction

AWARD OF 821 OPTIONS UNDER THE COMPANY'S WORLDWIDE SAVE FOR SHARES PLAN

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| | |
|---|--|
| <p>9. Number of shares, debentures or financial instruments relating to shares acquired</p> <p>N/A</p> | <p>10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)</p> <p>N/A</p> |
| <p>11. Number of shares, debentures or financial instruments relating to shares disposed N/A</p> | <p>12. Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage) N/A</p> |
| <p>13. Price per share or value of transaction</p> <p>N/A</p> | <p>14. Date and place of transaction</p> <p>N/A</p> |
| <p>15. Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)</p> <p>N/A</p> | <p>16. Date issuer informed of transaction</p> <p>N/A</p> |

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

| | |
|---|--|
| <p>17. Date of grant</p> <p>4 MAY 2007</p> | <p>18. Period during which or date on which it can be exercised</p> <p>1 AUGUST 2010 - 31 JANUARY 2011</p> |
| <p>19. Total amount paid (if any) for grant of the option</p> <p>NIL</p> | <p>20. Description of shares or debentures involved (class and number)</p> <p>821 OPTIONS OVER ORDINARY SHARES OF 25P EACH</p> |
| <p>21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise</p> | <p>22. Total number of shares or debentures over which options held following notification</p> |

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690.4P

144,625

23. Any additional information

24. Name of contact and telephone number for queries:

N/A

STEPHEN JONES,
DEPUTY SECRETARY,
020 7010 2257.

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

STEPHEN JONES
DEPUTY SECRETARY

Date of notification 8 MAY 2007

NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS
DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS

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(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.

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2. State whether the notification relates to (i) a transaction notified in accordance with DR3.1.4R(1) (a)

PEARSON PLC

(ii) DR3.1.4(R) (1) (b) a disclosure made in accordance with section324 (as extended by section328) of the Companies Act 1985; or

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both (i) and (ii)

BOTH (i) AND (ii)

3. Name of person discharging managerial responsibilities/director

RONA FAIRHEAD

4. State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3and identify the connected person

N/A

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

HOLDING

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

ORDINARY 25P EACH

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

RONA FAIRHEAD

8. State the nature of the transaction

AWARD OF 2,371 OPTIONS UNDER THE COMPANY'S WORLDWIDE SAVE FOR SHARES PLAN

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

N/A

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

N/A

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

N/A

14. Date and place of transaction

N/A

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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

N/A

N/A

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

4 MAY 2007

1 AUGUST 2012 - 31 JANUARY 2013

19. Total amount paid (if any) for grant of the option
20. Description of shares or debentures involved (class and number)

NIL

2,371 OPTIONS OVER ORDINARY SHARES OF 25P EACH

21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise
22. Total number of shares or debentures over which options held following notification

690.4P

64,275

23. Any additional information
24. Name of contact and telephone number for queries:

N/A

STEPHEN JONES,
DEPUTY SECRETARY,
020 7010 2257.

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

STEPHEN JONES
DEPUTY SECRETARY

Date of notification 8 MAY 2007

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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: 08 May 2007

By: /s/ STEPHEN JONES

Stephen Jones
Deputy Secretary