

PEARSON PLC
Form 6-K
April 08, 2011

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 April 2011

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
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NOTIFICATION OF TRANSACTIONS OF DIRECTORS/PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND CONNECTED PERSONS

All relevant boxes should be completed in block capital letters.

- | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1. Name of the issuer</p> <p>PEARSON PLC</p> | <p>2. State whether the notification relates to (i) a transaction notified in accordance with DTR 3.1.2R; (ii) a disclosure made in accordance with LR 9.8.6R(1); or (iii) a disclosure made in accordance with section 793 of the Companies Act 2006.</p> | <p>3. Name of person discharging managerial responsibilities/director</p> <p>JOHN MAKINSON</p> | <p>4. State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person</p> <p>BOTH (i) AND (ii)</p> |
| <p>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 interest</p> <p>HOLDING</p> | <p>6. Description of shares (including class), debentures or derivatives or financial instruments relating to shares</p> <p>ORDINARY SHARES</p> | | |
| <p>7. Name of registered shareholder(s) and, if more than one, the number of shares held by each of them</p> <p>JOHN MAKINSON</p> | <p>8. State the nature of the transaction</p> <p>SALE</p> | | |
| <p>9. Number of shares, debentures or financial instruments relating to shares acquired</p> <p>200,000</p> | <p>10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)</p> <p>0.02459%</p> | | |
| <p>11. Number of shares, debentures or financial</p> | <p>12. Percentage of issued class disposed (treasury shares of</p> | | |

instruments relating to
shares disposed

that class should not be taken
into account when calculating
percentage)

N/A

N/A

13. Price per share or value
of transaction
£11.05988

14. Date and place of transaction
7 APRIL 2011 - LONDON

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
7 APRIL 2011

402,815
0.04953%

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 fixed at the time of
exercise

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

N/A

N/A

23. Any additional information
N/A

24. Name of contact and telephone number for queries:
DONNA CLARK 020 7010 2253

Name of duly authorised officer of issuer responsible for making
notification

DONNA CLARK, COMPANY SECRETARIAL ASSISTANT

Date of notification: 8 APRIL 2011

Notes: This form is intended for use by an issuer to make a RIS notification required by DTR 3.14.

(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.

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- (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.
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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: 8 April, 2011

By: /s/ STEPHEN JONES

Stephen Jones
Deputy Secretary