

PEARSON PLC  
Form 6-K  
July 06, 2010

**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 July 2010

**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 AND CONNECTED PERSONS**

All relevant boxes should be completed in block capital letters.

- |                       |                                                                                                                                                                                                                                                     |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Name of the issuer | 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. |
| <b>PEARSON PLC</b>    | <b>BOTH (i) AND (ii)</b>                                                                                                                                                                                                                            |

- |                                                                    |                                                                                                                                                                         |
|--------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3. Name of person discharging managerial responsibilities/director | 4. State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person |
| <b>MARJORIE SCARDINO</b>                                           | <b>N/A</b>                                                                                                                                                              |

- |                                                                                                                                                                   |                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| 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 <sup>1</sup> | 6. Description of shares (including class), debentures or derivatives or financial instruments relating to shares |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|

HOLDING

**AMERICAN DEPOSITARY RECEIPTS  
(ADRs)**

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

MARJORIE SCARDINO

**PURCHASE UNDER THE COMPANY'S US  
EMPLOYEE STOCK PURCHASE PLAN**

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)

**536 ADRs**

**0.00007%**

11. Number of shares, debentures or financial instruments relating to shares disposed
12. Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)

**N/A**

**N/A**

13. Price per share or value of transaction
14. Date and place of transaction

**\$11.1775**

**30 JUNE 2010 - NEW YORK**

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

**1,152,488**

**0.14200%**

**02 JULY 2010**

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

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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	24. Name of contact and telephone number for queries:
N/A	<b>DAKSHA HIRANI</b> ASSISTANT COMPANY SECRETARY 020 7010 2256

Name of duly authorised officer of issuer responsible for making notification

**DAKSHA HIRANI, ASSISTANT COMPANY SECRETARY**

Date of notification:

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.
- (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.

**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: 5 July 2010

By: /s/ STEPHEN JONES

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Stephen Jones  
Deputy Secretary