

PEARSON PLC  
Form 6-K  
October 01, 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  
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

### Non-Executive Directors' Share Purchase Plan

Below are details of purchases of ordinary shares and ADRs made on Wednesday, 30 September 2009 under the Non-Executive Directors' Share Purchase Plan:-

<b>Name of Director</b>	<b>No. of Shares Purchased</b>	<b>Percentage of Issued Stock %</b>	<b>Price per Share £</b>	<b>Total Holding Following Notification</b>	<b>Total Percentage Following Notification %</b>
David Arculus	282	0.00003 %	£ 7.74	12,792	0.00158 %
Lord Burns	287	0.00004 %	£ 7.74	11,574	0.00143 %
Patrick Cescau	282	0.00004 %	£ 7.74	5,104	0.00063 %
Ken Hydon	282	0.00003 %	£ 7.74	9,519	0.00117 %

<b>Name of Director</b>	<b>No. of ADRs Purchased</b>	<b>Percentage of Issued Stock %</b>	<b>Price per ADR \$</b>	<b>Total Holding Following Notification</b>	<b>Total Percentage Following Notification %</b>
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Susan Fuhrman	385	0.00005 %	\$ 12.43	8,909	0.0011 %
C K Prahalad	288	0.00004 %	\$ 12.43	1,945	0.00024 %

**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: 01 October, 2009

By: /s/ STEPHEN JONES

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Stephen Jones  
Deputy Secretary