

PEARSON PLC
Form 6-K
September 19, 2016

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 September 2016

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

PEARSON PLC
(the "Company")

Notification of Director and PDMRs' Interests

Below are details of purchases of ordinary shares of 25p each, made under the Company's Dividend Reinvestment Plan ("DRIP"), on the London Stock Exchange on 16 September 2016 and notified to the Company on 19 September 2016: -

| Name of Director/PDMR | No. of Shares Purchased | Percentage of Issued Stock | Price per Share | Total Holding Following Notification | Total Percentage Following Notification |
|-----------------------|-------------------------|----------------------------|-----------------|--------------------------------------|---|
| Lincoln Wallen | 20 | 0.00000% | £7.849 | 902 | 0.00011% |
| Roderick Bristow | 1064 | 0.00013% | £7.849 | 48,290 | 0.00587% |
| Michael Barber | 729 | 0.00009% | £7.849 | 32,840 | 0.00399% |
| Albert Hitchcock | 870 | 0.00011% | £7.849 | 39,189 | 0.00477% |

The following notifications, made in accordance with the requirements of the EU Market Abuse Regulation, give further detail.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

1 Details of the person discharging managerial responsibilities/person closely associated

a) Name Lincoln Wallen

2 Reason for the notification

a) Position/status Non-executive Director

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| | | |
|----|---|---|
| b) | Initial notification /Amendment | Initial notification |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | Pearson plc |
| b) | LEI | 2138004JBXWWJKIURC57 |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | |
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of 25 pence each in Pearson plc ISIN: GB0006776081 |
| b) | Nature of the transaction | Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP") |
| | | Price(s) Volume(s) |
| c) | Price(s) and volume(s) | Purchase price: 20 £7.849 per share |
| d) | Aggregated information - Aggregated volume - Price | Aggregated volume: 20 shares Aggregated price: £156.98 |
| e) | Date of the transaction | 16 September 2016 |

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f) Place of the transaction London Stock Exchange (XLON)

1 Details of the person discharging managerial responsibilities/person closely associated

a) Name Roderick Bristow

2 Reason for the notification

a) Position/status President, Core Markets

b) Initial notification /Amendment Initial notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name Pearson plc

b) LEI 2138004JBXWWJKIURC57

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a) Description of the financial instrument, type of instrument Identification code Ordinary shares of 25 pence each in Pearson plc
ISIN: GB0006776081

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b) Nature of the transaction Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP")

Price(s) Volume(s)

c) Price(s) and volume(s)

Purchase price: 1064
£7.849 per share

d) Aggregated information

- Aggregated volume
- Price

Aggregated volume: 1064 shares
Aggregated price: £8351.336

e) Date of the transaction

16 September 2016

f) Place of the transaction

London Stock Exchange (XLON)

1 Details of the person discharging managerial responsibilities/person closely associated

a) Name

Michael Barber

2 Reason for the notification

a) Position/status

Chief Education Advisor

b) Initial notification /Amendment

Initial notification

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3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name Pearson plc

b) LEI 2138004JBXWWJKIURC57

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a) Description of the financial instrument, type of instrument Identification code Ordinary shares of 25 pence each in Pearson plc
ISIN: GB0006776081

b) Nature of the transaction Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP")

c) Price(s) and volume(s) Price(s) Volume(s)

Purchase price: 729
£7.849 per share

d) Aggregated information
- Aggregated volume Aggregated volume: 729 shares
- Price Aggregated price: £5721.921

e) Date of the transaction 16 September 2016

f) Place of the transaction London Stock Exchange (XLON)

1 Details of the person discharging managerial responsibilities/person closely associated

a) Name Albert Hitchcock

2 Reason for the notification

a) Position/status Chief Technology and Operations Officer

b) Initial notification /Amendment Initial notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name Pearson plc

b) LEI 2138004JBXWWJKIURC57

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a) Description of the financial instrument, type of instrument
Identification code Ordinary shares of 25 pence each in
Pearson plc
ISIN: GB0006776081

b) Nature of the transaction

Purchase of shares arising from
Company's Dividend Reinvestment
Plan ("DRIP")

Price(s) Volume(s)

c) Price(s) and volume(s)

Purchase price: 870
£7.849 per share

d) Aggregated information
- Aggregated volume
- Price

Aggregated volume: 870 shares
Aggregated price: £6828.63

e) Date of the transaction

16 September 2016

f) Place of the transaction

London Stock Exchange (XLON)

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: 19 September 2016

By: /s/ NATALIE DALE

Natalie Dale
Deputy Company Secretary

