

PEARSON PLC
Form 6-K
June 05, 2008

**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 June, 2008

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

Pearson plc - Notification of Directors' Interests

Pearson announces that the following directors have purchased shares in the company under its Annual Bonus Share Matching Plan

:

Name

Shares

Purchase Resultant Percentage

Price Holding Holding

R A Freestone

22,364

£6.707018

30,525 0.00378%

M M Scardino

58,986

£6.707018

458,647 0.05674%

The Plan is designed to encourage executives to build up their shareholding in Pearson by investing up to half of their after-tax annual bonus in ordinary shares.

Subject to Pearson meeting a corporate performance target, participants are then

entitled to
receive
, after allowing for tax
on their original investment

,
up to
one
additional
matching
s
share for
each
of their own s
share
s

held
for three years
.

D
etails of the Plan are included in the company's remuneration report at
<http://www.pearson.com/investor/ar2007/governance/remuneration.html>

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: 05 June, 2008

By: /s/ STEPHEN JONES

Stephen Jones
Deputy Secretary