

PEARSON PLC
Form 6-K
October 31, 2012

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 2012

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

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>BOTH (i) AND (ii)</p> |
| <p>3. Name of person discharging managerial responsibilities/director</p> <p>RONA FAIRHEAD</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>PERSON NAMED IN 3</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 interest¹</p> <p>HOLDING</p> | <p>Description of shares (including class), debentures or derivatives or financial instruments relating to shares</p> <p>ORDINARY SHARES OF 25P EACH</p> |
| <p>7. Name of registered shareholder(s) and, if more than one, the number of shares held by each of them</p> <p>PERSON NAMED IN 3</p> | <p>8. State the nature of the transaction</p> <p>1) EXERCISE OF OPTIONS AND SUBSEQUENT SALE OF SHARES UNDER COMPANY'S 5 YEAR SAVE AS YOU EARN SCHEME</p> <p>2) SALE</p> |
| <p>9. Number of shares, debentures or financial instruments relating to shares acquired</p> <p>N/A</p> | <p>10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)</p> <p>N/A</p> |
| <p>11. Number of shares, debentures or financial instruments relating to shares disposed</p> <p>1) 2,371 SHARES
2) 50,000 SHARES</p> | <p>12. Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)</p> <p>TOTAL - 0.00641%</p> |
| <p>13. Price per share or value of transaction</p> | <p>14. Date and place of transaction</p> |

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<p>15. Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)</p>	<p>16. Date issuer informed of transaction</p>
<p>£12.44 PER SHARE</p> <p>440,522 0.05392%</p>	<p>31 OCTOBER 2012 - LONDON</p> <p>31 OCTOBER 2012</p>

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

<p>17. Date of grant</p> <p>N/A</p>	<p>18. Period during which or date on which it can be exercised</p> <p>N/A</p>
<p>19. Total amount paid (if any) for grant of the option</p> <p>N/A</p>	<p>20. Description of shares or debentures involved (class and number)</p> <p>N/A</p>
<p>21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise</p> <p>N/A</p>	<p>22. Total number of shares or debentures over which options held following notification</p> <p>N/A</p>
<p>23. Any additional information</p> <p>N/A</p>	<p>24. Name of contact and telephone number for queries:</p> <p>NATALIE DALE 020 7010 2261</p>

Name of duly authorised officer of issuer responsible for making notification
 NATALIE DALE, ASSISTANT COMPANY SECRETARY

Date of notification:
 31 OCTOBER 2012

Notes: This form is intended for use by an issuer to make a RIS notification required by DTR 3.1.4.

(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: 31 October 2012

By: /s/ STEPHEN JONES

Stephen Jones
Deputy Secretary