

PEARSON PLC  
Form 6-K  
October 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 October 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 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 John Fallon
- 2 Reason for the notification
  - a) Position/status Chief Executive 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 Ordinary shares of 25 pence each in Pearson plc  
 Identification code ISIN: GB0006776081
  - b) Nature of the transaction Purchase of shares

Price(s)	Volume(s)
<ol style="list-style-type: none"> <li>c) Price(s) and volume(s)</li> </ol>	<p style="text-align: right;">10,000 shares</p> <p style="text-align: right;">Purchase price: £7.545 per share</p>
  - d) Aggregated information
 

<ol style="list-style-type: none"> <li>- Aggregated volume</li> <li>- Price</li> </ol>	<p style="text-align: right;">Aggregated volume: 10,000 shares</p> <p style="text-align: right;">Aggregated price: £75,450</p>
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  - e) Date of the transaction 19 October 2016
  - f) Place of the transaction London Stock Exchange (XLON)

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

a) Name Coram Williams

2 Reason for the notification

a) Position/status Chief Financial 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 Ordinary shares of 25 pence each in Pearson plc  
 Identification code

ISIN: GB0006776081

b) Nature of the transaction Purchase of shares

Price(s) Volume(s)

c) Price(s) and volume(s) 5,000 shares  
 Purchase price: £7.53 per share

d) Aggregated information  
 - Aggregated volume Aggregated volume: 5,000 shares  
 - Price Aggregated price: £37,650

e) Date of the transaction 19 October 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 October 2016

By: /s/ NATALIE DALE

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Natalie Dale  
Deputy Company Secretary