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PEARSON PLC  
Form 6-K  
October 03, 2005

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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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, 2005

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

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This Report includes the following documents:

1. A press release from Pearson plc announcing Director/PDMR Shareholding

Non-Executive Directors' Share Purchase Plan

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Below are details of purchases of ordinary shares and ADRs made on Friday, 30 September 2005 under the Non-Executive Directors' Share Purchase Plan:-

| Name of Director   | No. of Shares Purchased | Percentage of Issued Stock % | Price per Share GBP | Total Holding Following Notification | Total Percentage Following Notification % |
|--------------------|-------------------------|------------------------------|---------------------|--------------------------------------|---|
| Lord Burns         | 337                     | 0.000042                     | 6.6081              | 5,118                                | 0.00064                                   |
| Reuben Mark        | 438                     | 0.000054                     | 6.6081              | 16,127                               | 0.00201                                   |
| Vernon Sankey      | 337                     | 0.000042                     | 6.6081              | 4,964                                | 0.00062                                   |
| Dennis Stevenson   | 1,127                   | 0.00014                      | 6.6081              | 174,517                              | 0.02171                                   |
| Gurvirendra Talwar | 1,142                   | 0.000142                     | 6.6081              | 12,015                               | 0.00149                                   |

| Name of Director | No. of ADRs Purchased | Percentage of Issued Stock % | Price per ADR \$ | Total Holding Following Notification | Total Percentage Following Notification |
|------------------|-----------------------|------------------------------|------------------|--------------------------------------|---|
| Susan Fuhrman    | 434                   | 0.000054                     | 11.7423          | 1,868                                | 0.00023                                 |

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: 03 October, 2005

By: /s/ STEPHEN JONES

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Stephen Jones  
Deputy Secretary