

PEARSON PLC  
Form 6-K  
May 15, 2017

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 May 2017

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 12 May 2017 and notified to the Company on 15 May 2017: -

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	117	0.00001%	£7.1093	2,594	0.00032%
Roderick Bristow	2429	0.00030%	£7.1093	53,716	0.00653%
Albert Hitchcock	1856	0.00023%	£7.1093	61,140	0.00743%

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

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

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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: £7.1093 per share	
		117
d) - Aggregated volume - Price	Aggregated volume: 117 shares Aggregated price: £831.7881	
e) Date of the transaction	12 May 2017	
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 Ordinary shares of 25 pence each in Pearson plc  
Identification code 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: £7.1093 per share 2,429

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Aggregated information		
d) - Aggregated volume		Aggregated volume: 2,429 shares
- Price		Aggregated price: £17,268.4897
e) Date of the transaction		12 May 2017
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		Ordinary shares of 25 pence each in Pearson plc
Identification code		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: £7.1093 per share 1856
Aggregated information		
d) - Aggregated volume		Aggregated volume: 1856 shares
- Price		Aggregated price: £ 13,194.8608
e) Date of the transaction		12 May 2017
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: 15 May 2017

By: /s/ NATALIE DALE

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Natalie Dale  
Deputy Company Secretary