

PEARSON PLC
Form 6-K
March 24, 2010

**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 March 2010

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

Yes

No X

This Report includes the following documents:

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

PEARSON PLC
(the
"Company"
)

Annual Bonus Share Matching Plan (the "Plan")

On 24 March 2010, participants became entitled to ordinary shares in the Company ("Shares

") on maturity of their right to "matching shares" under the rules of the Plan (the "

Rules

"). Under the Plan, participants who invest their after-tax bonus in shares become entitled, without payment, to "matching shares" on a one-for-one basis if a corporate performance target is met over a five year period. In relation to awards made on 15 April 2005, the five year performance target was met in 2010. Accordingly, under the Rules, participants are now entitled to matching shares on a one-for-one basis.

The Rules require that sufficient shares are sold to discharge the PAYE income tax liability on the shares released. In consequence, the shares set out in the second column below were sold on 24 March 2010 at a price of £10.05325 per share, leaving the after-tax number of shares set out in the final column below:-

Name of Director Number of Shares Sold Number of Shares Retained

Rona Fairhead	82	199
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As a result, the executive director named below is interested in the following shares (excluding shares to which she may become entitled, subject to satisfaction of any relevant conditions, under the Company's employee share schemes):-

Name of Director Number of Shares % of Issued Share Capital

Rona Fairhead	377,779	0.04655%
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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: 24 March, 2010

By: /s/ STEPHEN JONES

Stephen Jones
Deputy Secretary