

PEARSON PLC  
Form 6-K  
September 25, 2014

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 September 2014

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 Interest of Person Discharging Managerial Responsibility ("PDMR")

Below are details of an acquisition of American Depositary Receipts ("ADRs") following a reinvestment of dividend under the Company's Employee Stock Purchase Plan in the USA on 18 September 2014, notified to the Company on 24 September 2014:-

| Name of PDMR   | No. of ADRs Purchased | Percentage of Issued Stock | Price per ADR | Total Holding Following Notification | Total Percentage Following Notification |
|----------------|-----------------------|----------------------------|---------------|--------------------------------------|---|
| Philip Hoffman | 51                    | 0.00001%                   | \$19.99       | 70,160                               | 0.00856%                                |

This notification is made in accordance with DTR 3.1.4R.

PEARSON plc

Date: 25 September 2014

By: /s/ STEPHEN JONES

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Stephen Jones  
Deputy Secretary