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PEARSON PLC  
Form 6-K  
July 03, 2006

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 July, 2006

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 June 2006 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 %
David Arculus	495	0.00006	7.38	495	0.00006
Lord Burns	297	0.000037	7.38	6,014	0.00075
Ken Hydon	495	0.00006	7.38	495	0.00006
Reuben Mark	68	0.000008	7.38	16,976	0.00211
Vernon Sankey	68	0.000008	7.38	5,631	0.00070
Gurvirendra Talwar	1,172	0.000146	7.38	15,733	0.00196

Name of Director	No. of ADRs Purchased	Percentage of Issued Stock %	Price per ADR \$	Total Holding Following Notification	Total Percentage Following Notification %
Susan Fuhrman	389	0.000048	\$13.67	3,070	0.00038

### 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 July 2006

By: /s/ STEPHEN JONES

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Stephen Jones  
Deputy Secretary